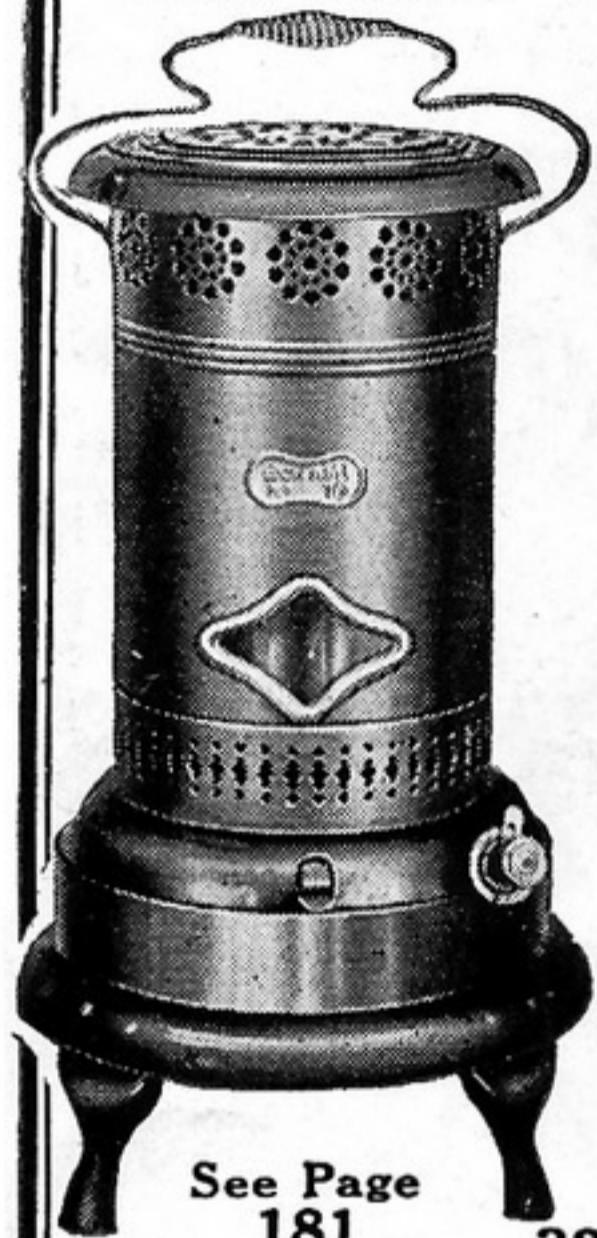




The
LARKIN IDEA
JANUARY
1922



It's Cold Outside But Oh! So Comfy Inside



See Page
181
Catalog
86

ZERO temperature—and a wintry wind that does its best to force its way into the home to combat the stove and furnace which are doing their best to keep them outside. And what a struggle it sometimes is! Although the stove and furnace fight valiantly, they do sometimes fail to reach the far-away room and that part of the house which has to withstand the fiercest onslaught in the teeth of the gale. Give them reinforcement in the form of one of these stoves and the cold enemy will speedily be put to flight, and peace and warmth will reign supreme.

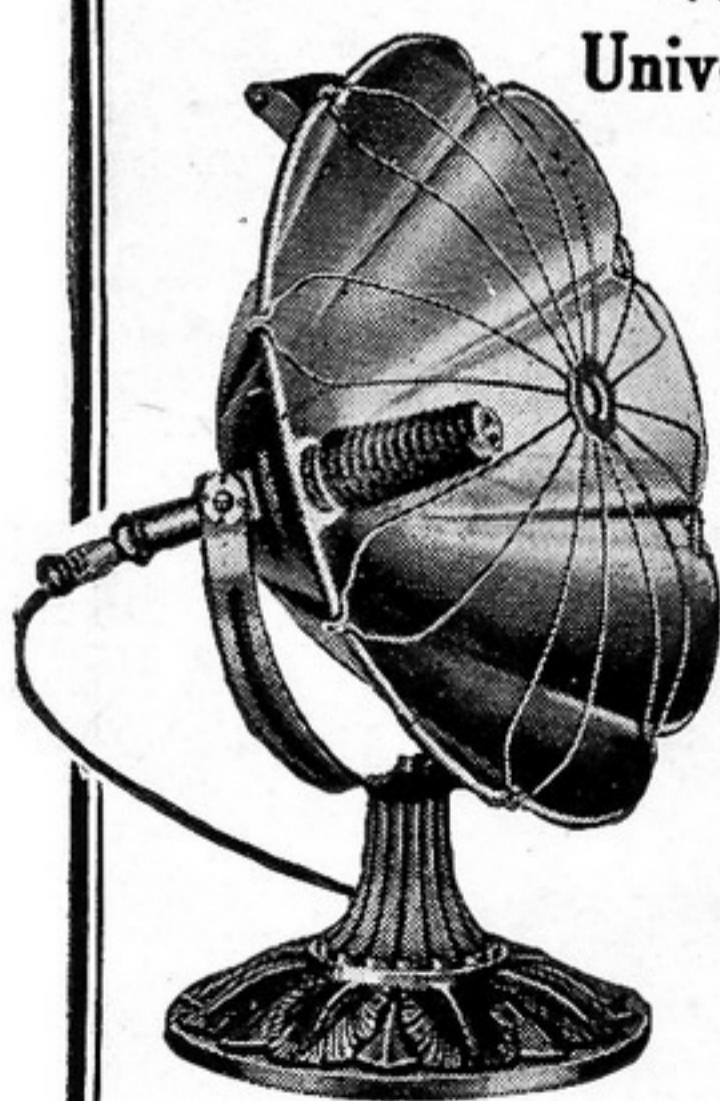
Oil-Heaters



See page
181,
Catalog
86

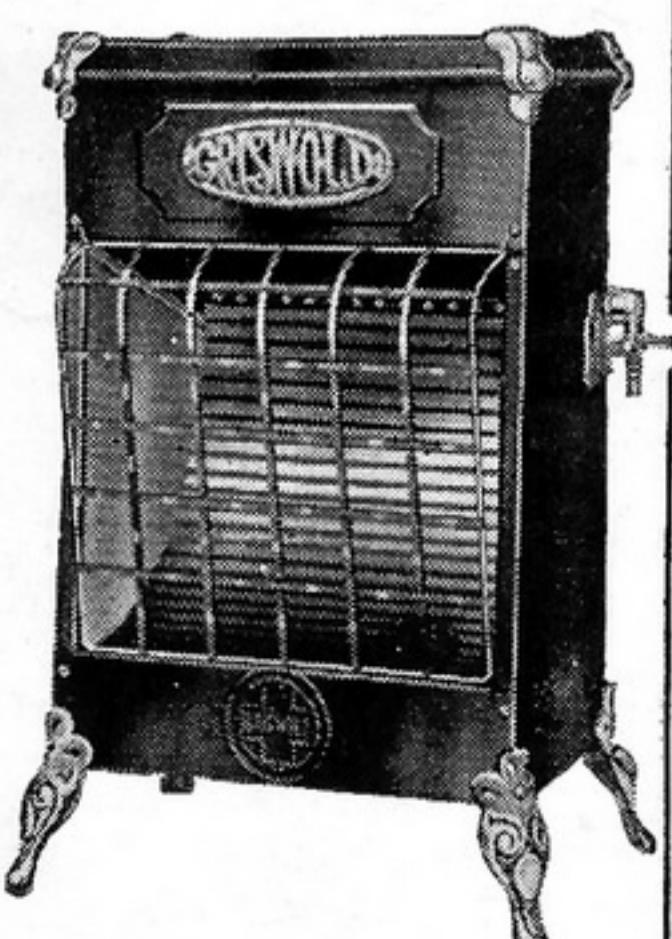
3239S GIVEN with a \$15 purchase of Products. Cash Price \$7.50
Height, 26 in. 15-in. circular wick. Holds 4 quarts of oil.

3240S GIVEN with a \$10 purchase of Products
Cash Price \$5
Height, 23 $\frac{1}{4}$ in. 9-in. circular wick. Holds 3 $\frac{1}{2}$ quarts of oil.



Universal Electric-Heater
3724S GIVEN with a \$19 purchase of Products. Not sold without Products.
Height, 16 in. Complete with 8 ft. of cord and plug. For 110-volt current.
See page 191, Catalog 86.

Gas-Heater
5935S GIVEN with a \$13 purchase of Products. Cash Price \$6.50
For either Natural or Artificial Gas.
Height, 23 in. Floor space 11x 15 $\frac{1}{2}$ in.
See page 181, Catalog 86.



Fine for the bathroom and the room difficult to heat.

A Name "Shower" for Ye Editor

Why should "showers" be limited to blushing brides-to-be! Ye Editor of Ye Larkin Idea is envious—hence he, in turn, unblushingly invites a shower—not of linen, kitchenware and "sech like things!"—What Ye Editor yearns for is a shower of *Names!*

So pray write down on the coupon below the names of two friends or relatives in some other town, or your own if you prefer, who would make successful Larkin Secretaries.

And who can tell? Perhaps your part in Ye Editor's "Name Shower" may be the key to a very pleasant surprise to you—But as Kipling says "*That's another story.*"

"Name Shower" may begin at once and rain throughout January! Attach Coupon below to your next order or mail it direct to Editor, Larkin Idea, Larkin Co Inc., Buffalo, N. Y.

Ye Editor, Larkin Idea:

Here are the names and addresses of two women who I believe would make first-rate Larkin Secretaries:

Name

Street and No.

Post-Office and State

Name

Street and No.

Post-Office and State



John D. Larkin.
President of Larkin Co Inc.

My greetings to you
Larkin Secretaries and
Heartiest good wishes for
you and your success in
Nineteen twenty two.

John D. Larkin

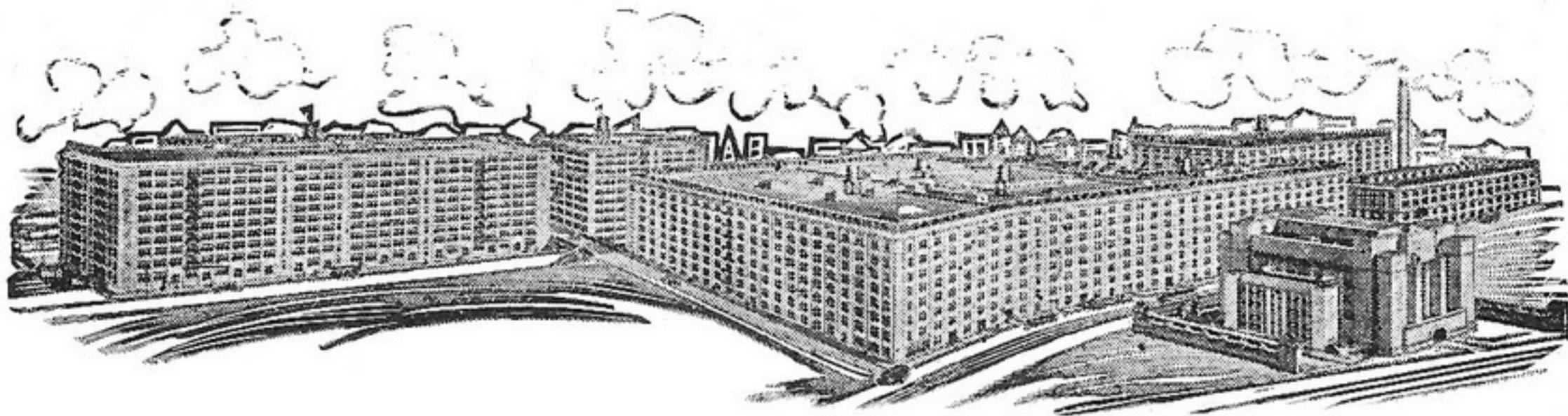
The Larkin Idea

Save all cost that adds no value

VOL. XVII

JANUARY 1922

No. 11



These Factories Co-operatively owned by 1,800 Larkin Employees

Secretaries All Sending for Window Signs

By
F. B. Frazee

In the December issue, we published a letter of Mrs. Rose La Rue of Syracuse, N. Y., which fairly bubbled over with enthusiasm. Here is one sentence that impressed us particularly:

"You see, I also put up my window sign, 'Larkin Products Sold Here,' in the window. That brought several new customers and in time others will see and come, too."

That Larkin Secretaries are quick to appreciate the help we are so eager to give them is amply proved by the way in which the requests have poured in for Larkin window signs. All you need to do is to attach a little note to your Order Blank saying: "Please send me a Larkin window sign" and we will be glad to comply with your request.

On another page of this issue of The Larkin Idea, we will tell the story of the new advertising campaign to Larkin Club-members and customers, which will be launched in the popular women's publications this February. When you have read that story, you will be doubly interested

in sending for one of these Larkin window signs.

Purposeful women are finding every day what wonderful things they can accomplish in the selling of Larkin Products and Premiums, simply by following in the footsteps of other Larkin Secretaries and accepting the aid which Larkin Co is so glad to give them. Bruce Barton, the well-known public speaker and advertising man, says in one of his recent essays:

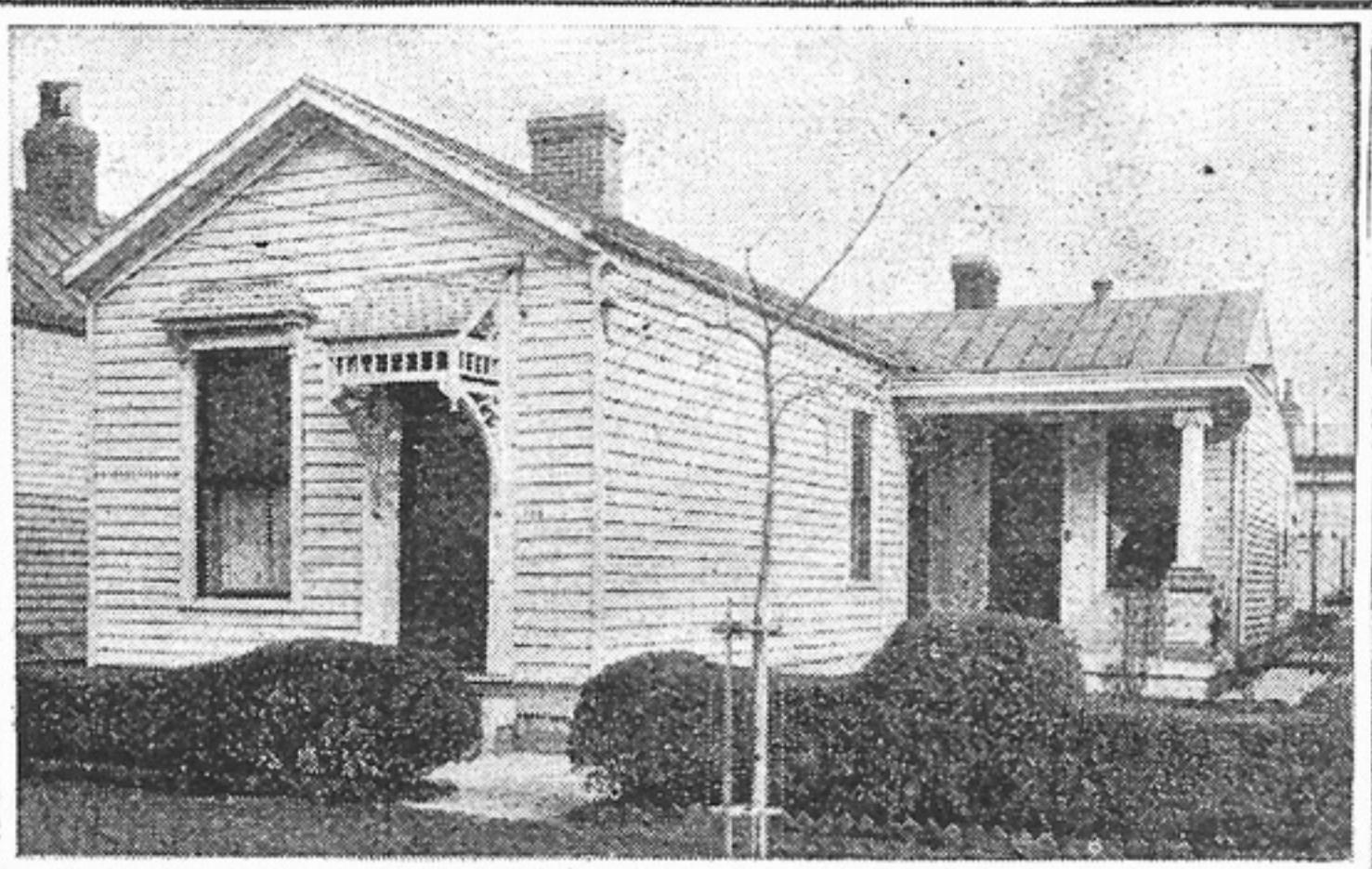
"For there is a competency for any man in any job in the world into which he can put his whole self enthusiastically.

"'He did it with all his heart,' as I have quoted of Hezekiah before, 'and prospered'."

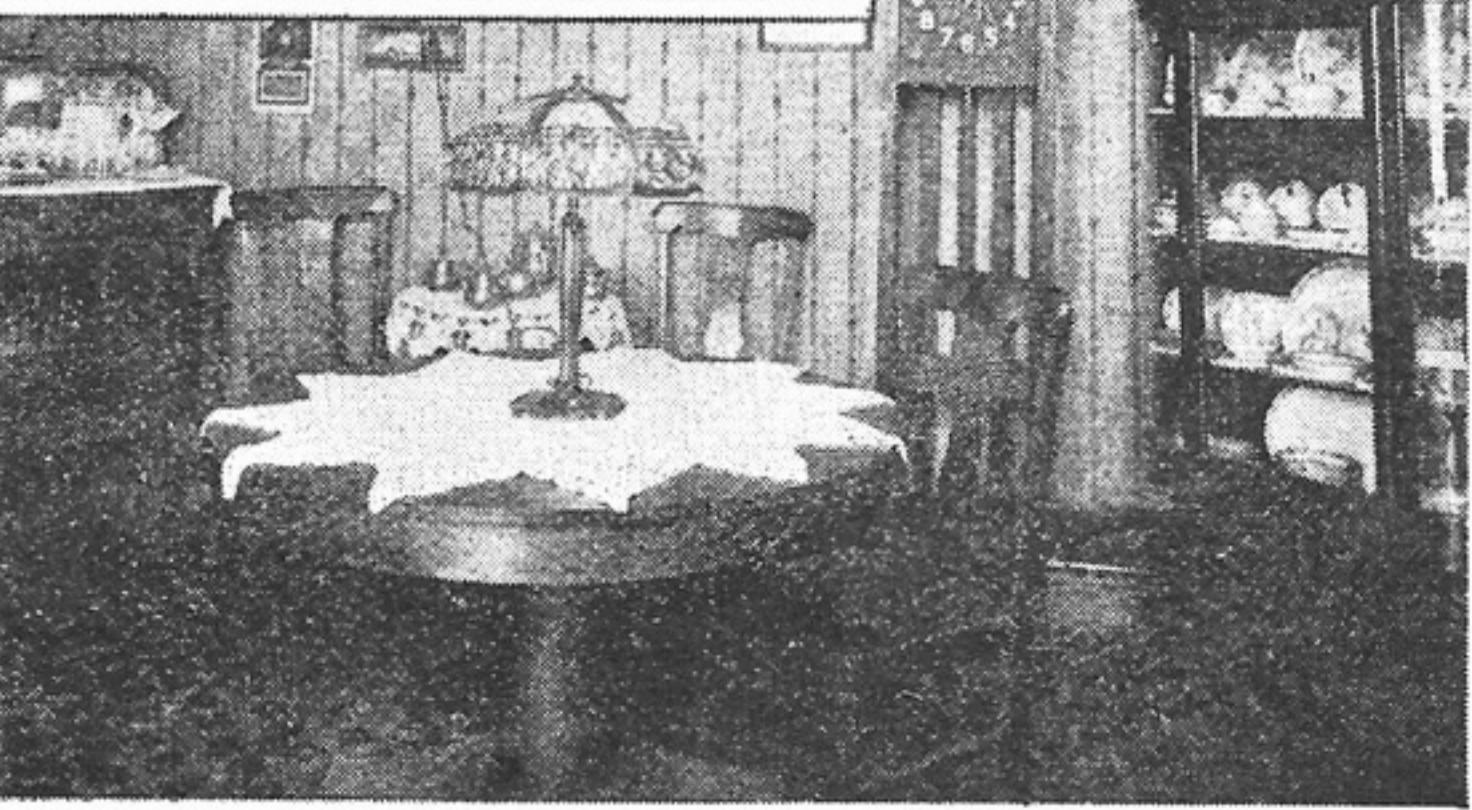
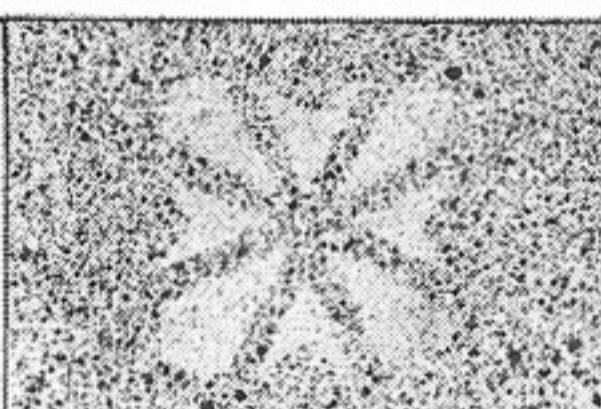
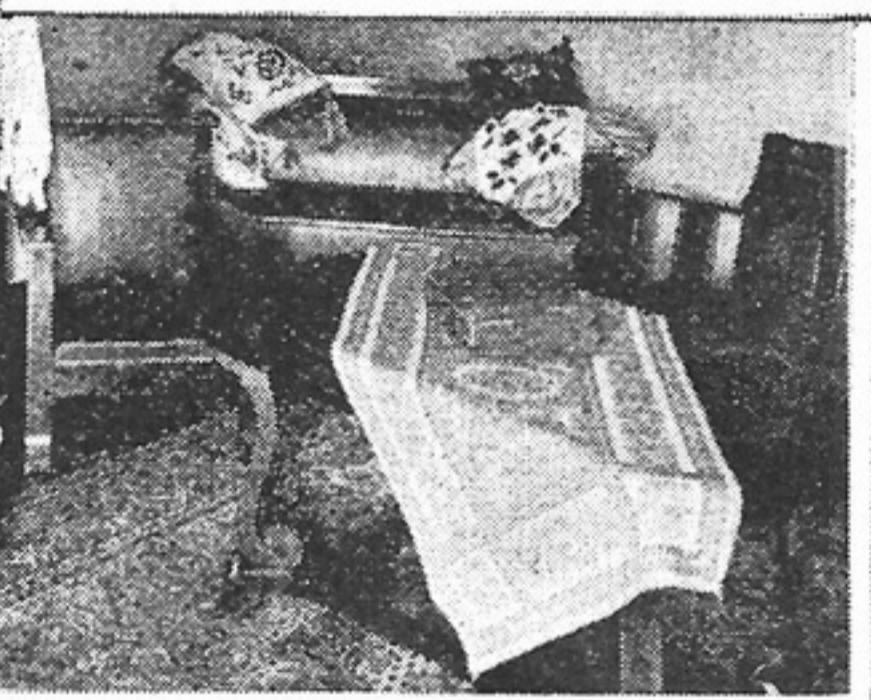
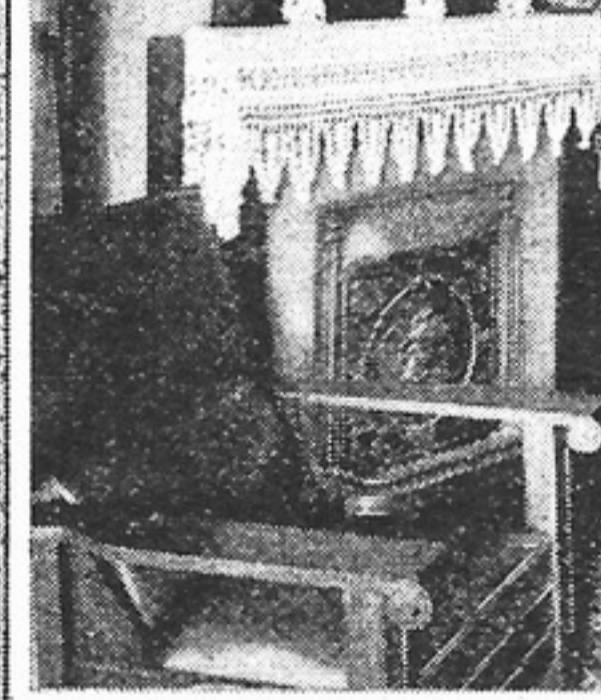
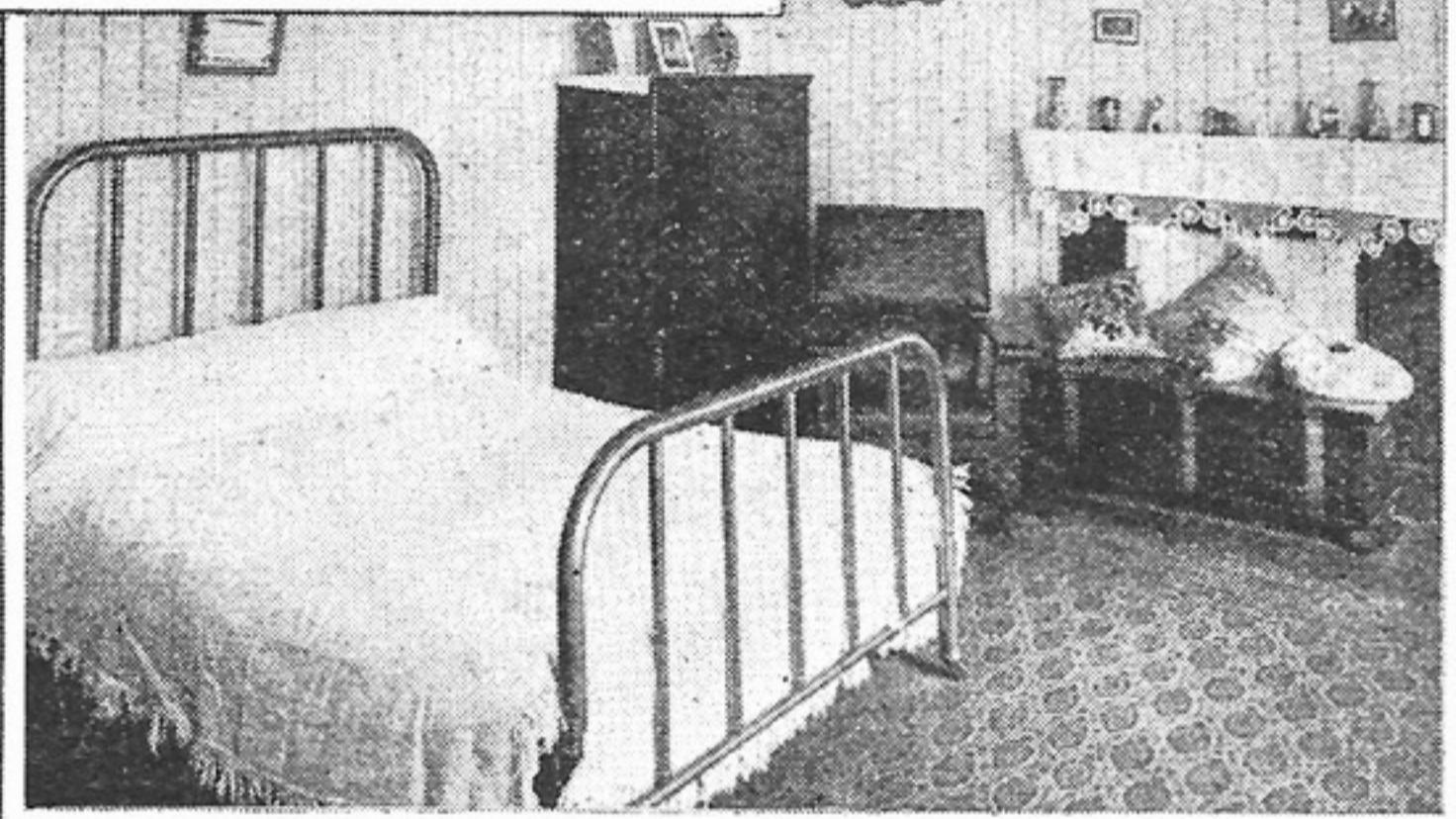
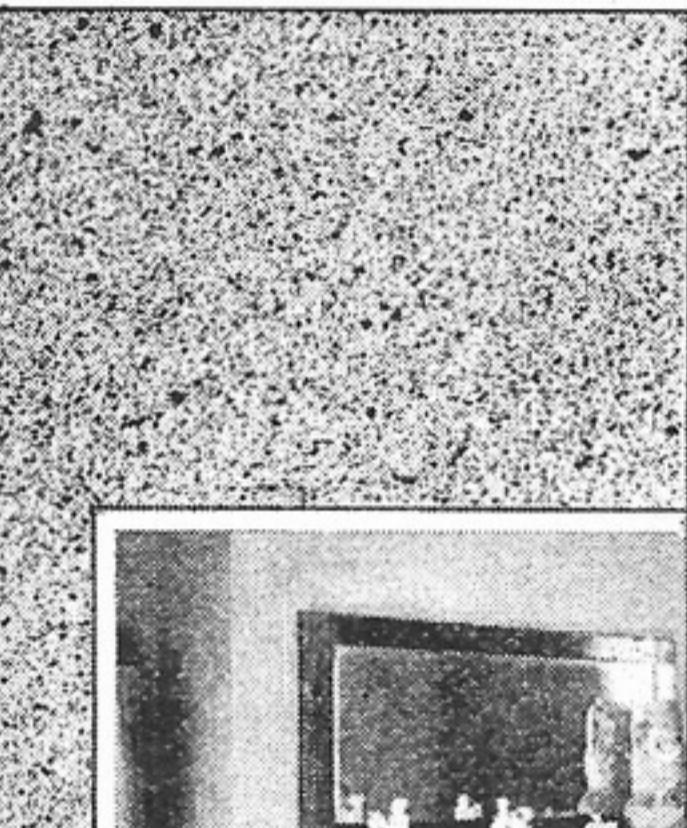
The Larkin Secretary who enters into her Club work with her whole heart will find that competency to which Bruce Barton refers, in the form of new Club-members and larger orders and a greater joy in her own work.

THE LARKIN IDEA

Cozy with Larkin Furnishings



The attractive home of
Mrs. Louis Bauer,
Larkin Secretary,
Louisville, Ky.



See article on facing page



Mrs. Louis Bauer of Louisville, Ky., with her two sons

A Kentucky Secretary's Lovely Home

It was Cornelia, a celebrated Roman mother, who made the well-known remark concerning her children—"These are my jewels."

One need not be surprised that we were forcibly reminded of that famous remark as we glanced at the photograph which appears on this page of Mrs. Louis Bauer and her two splendid boys. We are quite sure that the words of Cornelia have been echoed down the ages by loving mothers and that today, *their* "jewels" are just as precious as were those of the Roman matron of old.

Children like these are the inspiration of many Larkin Secretaries whose hope for their future is the big incentive toward making home more cozy and attractive, that the surroundings in which these young folks may grow up may be homelike in every sense of the word.

Of her cozy Kentucky homestead, simple but tastefully furnished, Mrs. Bauer has this to say:

Mrs. Bauer's Letter

"I have been asked so often, 'Does it pay to be a Larkin Secretary?'

"Only a very few of my beautiful Premiums can be seen in the picture. If I could place before the camera

all the Premiums in my home, earned as sales Rewards in the four years I have been a Larkin Secretary, there would be no need of words to answer this question.

"The work is not only profitable but my two boys, aged twelve, and six, and as well myself have enjoyed the work as much as the comfort and pleasure these beautiful Premiums have added to our home.

"I am proud to be a Star Secretary. Also to own a neighborhood Pantry which has added much to my sales Reward. I run an Economy Club of more than two hundred members, all well pleased.

"The Larkin guarantee makes the sales of Larkin Products and Premiums easy.

"Yes, it pays to be a Larkin Secretary and I hope to be one for many years to come."

As you look at the photographs of Mrs. Bauer's home, made attractive by her Larkin Rewards, we are sure that you will heartily agree with her emphatic statement that being a Larkin Secretary does pay and we trust that you will use her further sentiment and yourself decide, to be one for many years to come.

How Larkin Club Work Helps Out My Business Income

By

Helen A. Kashuba, Herkimer, N. Y.

It is with pleasure that I write these few words, which are based on my own experience, and which I hope will find a way to the young business woman of today and show her the various opportunities she has to enlarge her business income in such a profitable as well as pleasant, sociable and friendly way as is the solicitation of the Larkin Economy Club orders.

Being a business woman myself, I know well how limited is the business woman's time. I am employed as bookkeeper in a large department store; my business hours are rather long and leisure hours short, the only time for leisure being evenings. Therefore, I devote part of that leisure time to the securing of Larkin Economy Club orders, and go out to call on my neighbors and friends. Some are old members of my Economy Club, others are new. But, once I have introduced Larkin Products to anyone. I have gained a permanent member. Several evenings are thus spent in pleasure and enjoyment. The result of such pleasant work, much to my amazement, amounts to thirty, forty and fifty dollars' worth of Larkin Products sold every few weeks. A great number of my members are my business associates, from whom I usually take orders during noon hours or whenever time will permit. I hand them a Larkin Catalog, and they glance through, make their orders out and give them to me.

Larkin Products at Economy prices, or in other words, factory prices, are

so much less than local prices, and the quality of the Products is excellent so that soliciting orders is very easy. The housewife knows that she is truly economizing when she buys Larkin Products at economy prices, therefore, the Secretary of an Economy Club, has no difficulty at all. She is performing work which is not only profitable to herself, but through this work she is serving the public in the very best possible way during her leisure hours. Larkin Co pays liberal Rewards for sales services and these Rewards add just so much more to her weekly or

monthly income, enabling her to make purchases which might otherwise prove to be an unfilled want.

The Rewards are given in the form of Larkin Coupons which may be redeemed for any Premium, provided the value of Coupons covers the value of the Premium selected. In case one hasn't enough Coupons to cover the value of a Premium selected, one may pay the balance in cash or wait until the necessary amount has accumulated. Another good way is the selling of these coupons and receiving cash value for them. For instance, if one of my members is sending for a Premium and I have Coupons on hand to the amount of the Premium, then I sell the Coupons to her and put this money towards the building of an interest account, provided I don't intend using the Coupons myself. There are several ways of using the Rewards.

Another thing, sending Larkin or-



Helen A. Kashuba,
Herkimer, N. Y.

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ders teaches a Secretary who is a business woman like myself economy and thrift, which in later years, when she is the manager of her own little household, will prove to be more than valuable. The experience gained in this work now will be of great advantage, as I mentioned before, in later years, when, as a housewife, there will be more time to devote to such profitable business, and it can be operated on a larger scale.

Therefore, I encourage every young business woman who happens by chance to be reading this article to follow my example, find out for herself what wonderful opportunities await her in her spare time, if she

on her part, with a little effort and good-will, goes out to solicit Larkin Economy orders.

Furthermore, Larkin Co sends out each month to every Larkin Secretary, free of charge, a little magazine, like the one this article is printed in, namely, "The Larkin Idea." It contains the experiences of others, by which one may benefit, and innumerable opportunities for winning special rewards for small services.

In conclusion, I wish to express a wish, and that wish is—to see more and more young business women becoming Larkin Secretaries and taking up this work which has time and time again proved so successful.

How I Did It Second Prize Letter

By

Mrs. Charles Sanderspree, Fort Edward, N. Y.

Editor's Note: The following letter written by Mrs. Sanderspree was awarded second prize in the recent letter contest, "How I Did It," held in connection with the October Eight Hour Economy Contest.

In her letter, Mrs. Sanderspree tells how, with the aid of her Larkin Neighborhood Pantry, she succeeded in getting an order for Products and Premiums amounting to \$122.02, at cash prices, in only 8 hours. Every Larkin Secretary will be interested in reading how she did it, and from her letter can glean many helpful ideas. Here is her letter:

"The very moment I received my October Larkin Idea and read about the Eight Hour Economy Contest, I was filled with enthusiasm. I decided at once to see what I could do. I had on hand a quantity of Larkin Catalogs. I sent them out to different families and enclosed notes telling them about the Contest and what I wanted to do, also told them the hour I would call for their orders. I then called up all my neighbors and friends whom I could reach on the telephone, telling them about it and asked them to tell others and to come and spend a certain two hours at my home so that I might show them my

Larkin Economy Pantry, in which I have about \$135 worth of Products, the Premiums numbering over 200 that I have in my home.

"When the hour came for the guests to arrive, I started my Larkin Symphonola playing. Believe me I am more than proud of it and expect soon to be able to sell more than one of them! Then as they arrived by twos and threes one spied the Parlor Set, someone else the Rugs, while others admired something different, as every room shows I am for Larkin.

"Everyone said 'Oh!' when I showed the Pantry. I took each article out separately and told what I used it for and all about it. I asked each one to tell which article in the Larkin Catalog she liked best and why? This was very exciting and interesting. I also had a guessing contest.

"I then passed them paper and pencils and asked them if they would write down articles they wished to order. I gave a Cut-Glass Dish to the person giving me the largest order.

"I sold a Cotton Felt Mattress No. 2888S1 which I had and was surprised when I found I had in all, orders amounting to \$122.02 in cash."

A Variety Party for Valentine's Day

By
Louella Leonard

Editor's Note: It might seem a little early to think of Valentine Parties, but we know our Secretaries are careful, farsighted women, and those who are going to entertain on Valentine's Day will be glad to have suggestions in ample time to carry them out. This splendid article, contributed by one who is well versed in entertaining, is brimful of helpful ideas.

The Valentine Party

"I don't suppose you will have a Valentine Party for the Larkin Club, Mother," said the Secretary's daughter casually, as she drew on her rose-colored sweater, "for Valentine's Day is just for us girls and boys."

"Indeed!" replied her mother cheerfully, "I've just finished writing my invitations for a Larkin Club party, and I'd like you to mail them for me on your way down town."

"Oh, let's see," pleaded the girl eagerly, and taking up a correspondence card decorated with a pink heart she read:

A Valentine Party I hope you'll attend;
Acceptance so prompt you're requested to send,
You'll meet other Larkinites, merry and gay,
And so we shall celebrate Valentine Day.

"But what are you going to do to entertain them, Mother?" asked Isabel, as she took up her gloves.

"Well," replied the Secretary, gathering up her invitation cards, "if you'll help me get ready for the party, you'll have an invitation to come, and then you'll find out."

Upon the evening appointed, the guests were welcomed to the Secretary's pleasant home, which was

prettily decorated with pink hearts of various sizes hung in shower effect from the lighting fixtures and garlands of the same soft hue suspended around the walls, while the Symphonola was playing old-time love songs.

Guessing Contests

"In our recent parties," announced the Secretary cheerily, "I fear the men folks may have felt a little neglected, so the first contest is for them exclusively. It is called 'Guessing Brides'."

"Sounds interesting," commented one of the men guests.

"I have here," continued the hostess, a little notebook in which I have written a description of the wedding dress of every married woman present. These descriptions are accurate for I got them from the ladies themselves a few days ago. I will read them aloud, and the man who is clever enough to recognize his own wife's wedding gown will receive a prize. Listen to the first description," and she read carefully, "The bride wore navy blue crepe de chine, trimmed with ecru lace and cut steel buttons. Her hat was a blue velvet toque trimmed with ecru quills, and she carried pink roses."

"You're taking an unfair advantage," called one of the contestants, "any man would be so nervous then that he'd have no idea afterward of what the bride wore!"

One description after another was read from the bridal gown of white satin to the simple little serge suit of the bride who confessed to an elopement! The successful contestants, very few in number, each received a bride which the Sociable Secretary had cleverly made from sticks of candy, marshmallows, and crepe paper. She had placed the marshmallow upon the stick of candy for

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a head, marked features with melted chocolate, and evolved a wedding gown and veil from white crepe paper.

"Of course, there may be some excuse for a man not remembering the dress his wife wore when she was married, but let's see how many can recognize his own wife's eyes." As she spoke, she hung an old sheet in a doorway and called all the ladies into the next room. She then cut two holes in the sheet. "Now," she explained, "each lady in turn will look through these eye-holes, and you each of you men must try to recognize the eyes that belong to your wife." Strange to say, very few men were able to recognize the various pairs of eyes that looked appealingly out at them, but these few each received, as a reward, a bottle of eye lotion.

"Now, Mrs. Secretary," exclaimed one of the men, "this may not be on the program, but we'll go behind the curtain, and see if the women will recognize *our* eyes." So amid laughter, the ladies endeavored to recognize the eyes of their respective husbands.

Valentines

"Next, we'll have the valentines," declared the hostess, "for it wouldn't be a Valentine party without them. Just seat yourselves at the tables, and we will get busy." She quickly produced Larkin Paste, Stickers, Pencils, Correspondence Cards, also odds and ends of colored paper, scraps of ribbon, and a few of the advertising sheets of magazines. Placing a pile of this miscellaneous material in the center of each table, she directed the guests to make valentines, ten minutes being the time allotted to the work. When the time limit had expired, many and varied were the re-

sults of the work!

"Now," said the Secretary, "we'll push the tables back and sit in a circle, each holding the valentine he or she has made. As the music plays, we'll pass the valentines from one to the other, and when the music stops, you can keep the one you have in your hands, if you like it, and drop out of the circle. If you think you can do better, wait till the music starts, and then pass again." So round and round went the valentines, and as the music stopped, some guests dropped out of the circle, satisfied with their "present," and others decided to try their luck further, until finally the hostess announced that all must keep the valentines in hand, and there would be no more passing of them.

A Charming Luncheon

"What's this?" asked a guest, as the Secretary passed small cards to the men, and her daughter, similar cards to the ladies.

"This is to find partners for refreshments," she explained, "and it is called 'menu matchmaking.' Each of you has received a slip with the name of some dish written upon it. Now find your partner, the one who has the slip naming the dish that goes with yours. For example, my slip says 'Corned Beef,' so I must hunt for 'Cabbage.' My daughter's says 'Maple Syrup,' so her partner will probably be 'Buckwheat Cakes.'

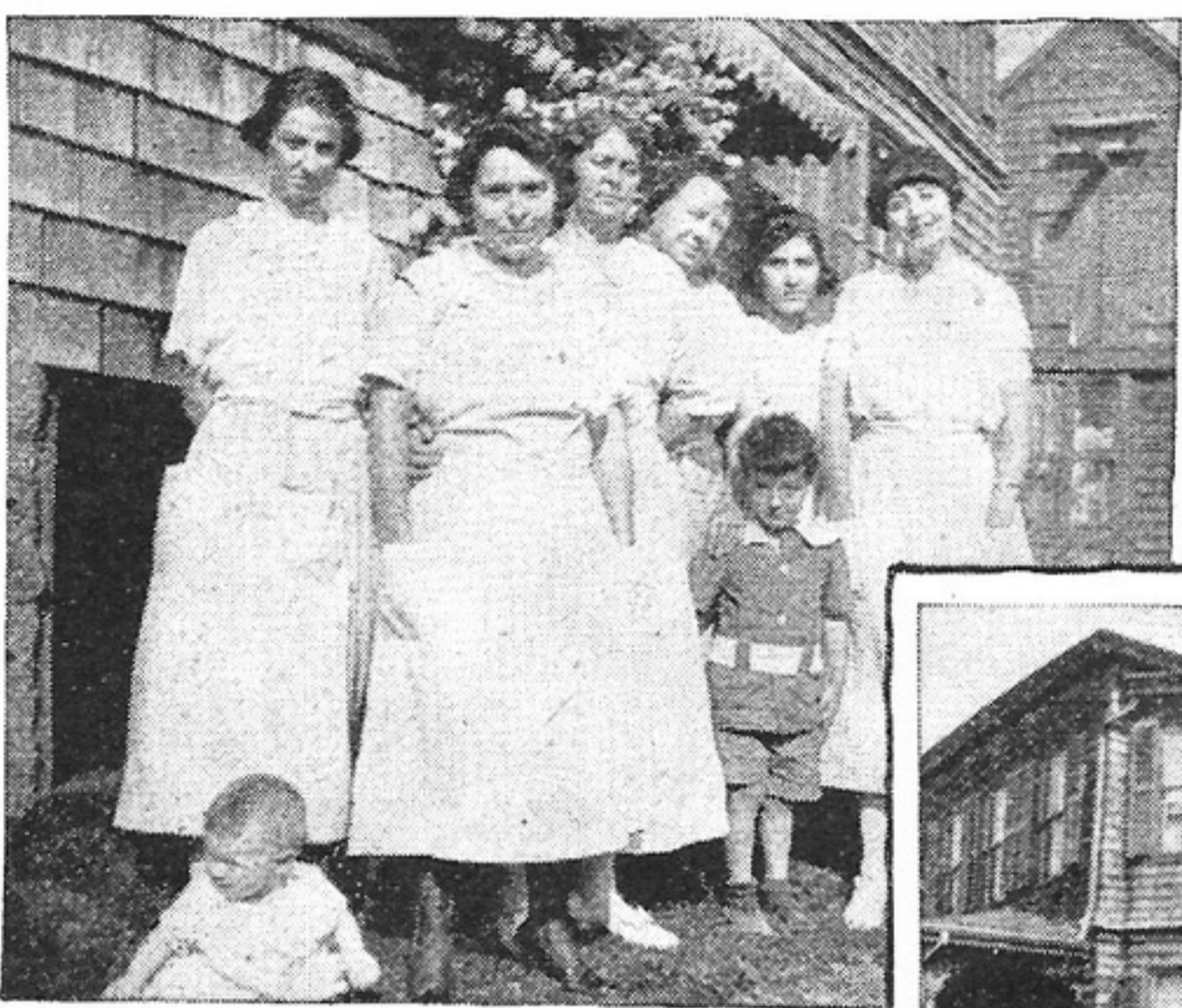
So very speedily, "Ham" found "Eggs," "Ice-cream" paired off with "Cake," "Coffee" with "Sandwiches," "Salad" with "Mayonnaise," "Tea with "Wafers," "Lamb Chops" with "Peas," and "Roast Pork" with "Apple Sauce."

The same soft pink glow filled the pretty dining-room, as the guests entered and took their places at the attractive table. The centerpiece was a
(Continued on page 29)



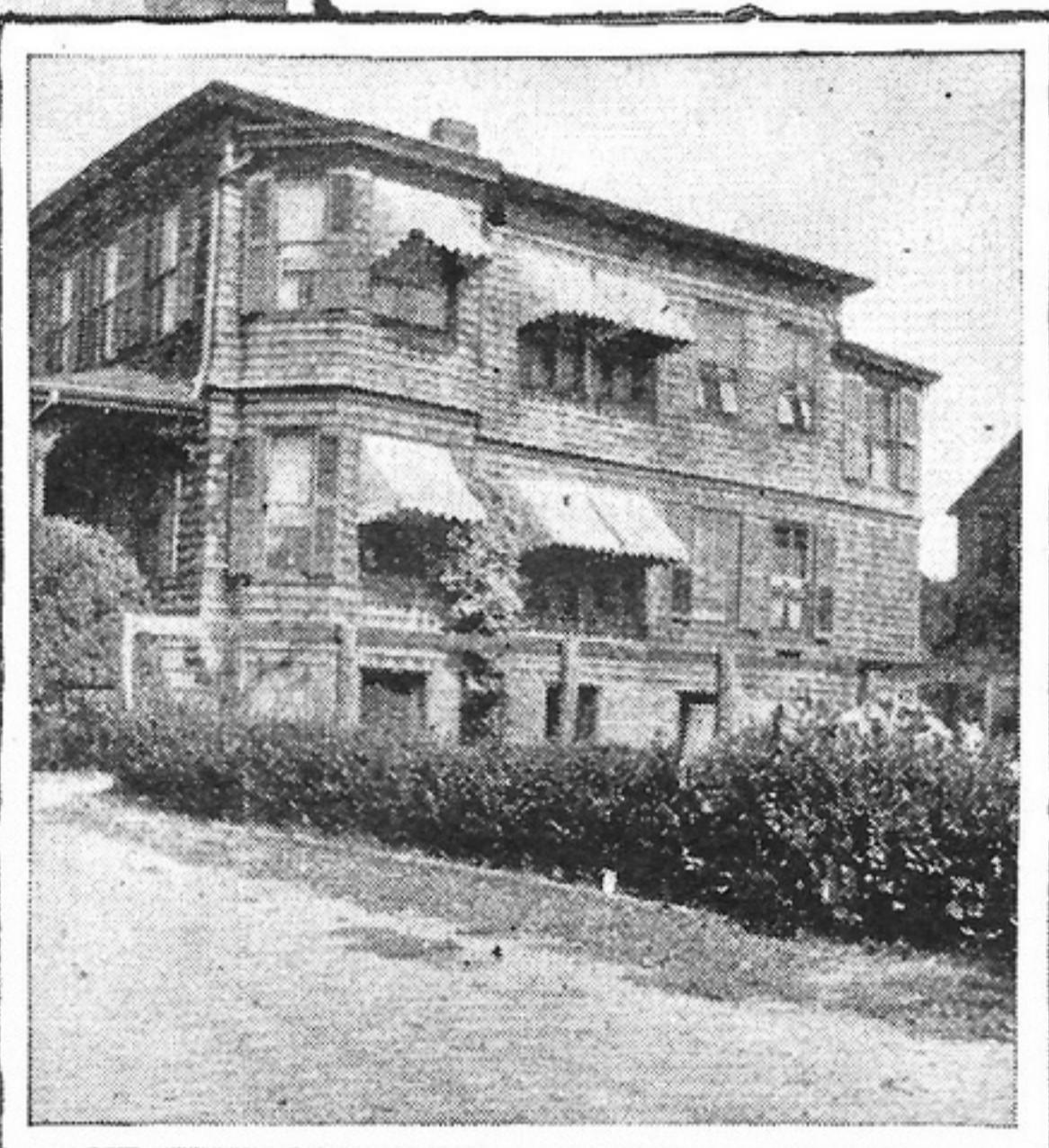
Mrs. S. E. Willis' Larkin Club-members
at a recent entertainment, Wancomia, Iowa
(See article on page 31)

THE LARKIN IDEA



Left: A group of jolly Club-members in Newport, R. I.

Below: The house where the Secretary, Mrs. S. S. Wood, Jr., resides. (Note the Larkin Window Awnings.)



Club Is Enjoyed

By

Mrs. S. S. Wood, Jr.,
Newport, R. I.

"Here is a snapshot of my Club-members. We all enjoy the Club.

"The other is a snapshot of the house where one of my Club-members and myself reside. I am sending it so you may see how nice our window awnings look. We earned them with our Larkin Orders."

Editor's Note: To all Secretaries: Although your Club-members might not require window awnings just now, those of you who will be re-organizing your Clubs within the next few weeks would do well to remind your members of the articles they will be needing in the coming spring and summer months. And, what better way for them to get them than by continuing in your Larkin Club?

Praise for Buff Paint

By

Mrs. Blanche Bickford, Kansas City,
Kans.

"I must tell you that the people who bought the Buff Paint will never get through praising it. They say it is 'as good as the very best' and Mr. Bickford, the painter, can't be beat for spreading it on—and to think it came just as it was needed."

Tell Us About It

We like to hear from our Secretaries when they themselves or their Club-members have been especially well pleased with Larkin Products and Premiums, or the economy of Larkin dealing, or when they feel particularly enthusiastic about any of our plans of doing business.

Like many of our other Secretaries, you doubtless have received from your customers, praise for Larkin merchandise and methods, and we would be very glad to have you write us about it.

Comments on your own experiences and how you have found Larkin values yourself are always welcome.

We shall appreciate it as a distinct favor if you'll write us when you or your Club-members are particularly pleased. We value your opinion and knowing your preferences — what Products or Premiums are favorites, what Larkin Plans appeal to you most, and why—helps us to serve you better.

THE LARKIN IDEA

A Great National Advertising Campaign To "Back You Up."

Perhaps no announcement more far-reaching in its helpfulness has ever been made our Larkin Secretaries than the news that we are able to give you in this issue of The Larkin Idea. Beginning with the month of February our leading national women's publications will carry full-page and half-page advertisements telling the housewives of America the story of the Larkin Factory-to-Family Plan and what it can do for them.

Most important to you—in each one of these advertisements appears in a triangle at the lower right hand corner the slogan, "There's a Larkin Secretary in your Neighborhood." Thus, we not only introduce to the American public the advantages of Larkin dealing but we point out to her just the way in which she can go about securing its benefits—through the Larkin Club Secretary. Of course, that means you.

Enclosed with this issue of The Larkin Idea is a full page proof of the advertisement which will appear in the February magazines and printed thereon a statement of the publications in which it may be found and the circulation it will have through each. You will see that the advertisement will be read in over 9,000,000 American homes. Thus you may be absolutely confident that in practically every home to which you carry the invitation to deal through your Larkin Club that a copy of this advertisement will have been received and read.

Wide-awake Larkin Club Secretaries will

make the most of this advertising. It would be well to either carry your proof of this advertisement with you, saying to those you visit, "No doubt you have seen a copy of this advertisement in your favorite magazine," or to tell such people on whom you call that they can read all about the benefits of Larkin dealing in the popular women's publications.

Of course, the folks who read these advertisements themselves will be on the lookout to find where they can purchase Larkin Products. Upon what Secretaries will they be most liable to call? Naturally upon those whom they find the easiest and thus the Secretary who places in her window the sign, "Larkin Products Sold Here," will probably have many a caller induced by the immense magazine advertising campaign which we are just launching.

In another article in this issue of The Larkin Idea you will find the story of how these window signs have helped Larkin Secretaries to secure new Club-members and greatly increase orders.

Read it and then send for one of these signs if you have not already done so. By all means do call upon some of your neighbors as soon as the February magazines are on the newsstands or distributed to the subscribers. Have your share of new Club business that is certain to be awakened by the story of Larkin Factory-to-Family saving. See some of those who are eager to start dealing through the Larkin Club. Be the



A copy of this advertisement is enclosed with your "Larkin Idea."

THE LARKIN IDEA

Larkin Secretary in your neighborhood that is referred to in these splendid advertisements.

We know just how enthusiastic and delighted every live Larkin Secretary will be over this tremendous magazine campaign, especially when she sees how it is designed to help her secure new Club-members and new business. We suggest that you follow these advertisements closely, particularly as The Larkin Idea is planning some novel contests for Club Secretaries in connection with them that will be announced in future issues of The Larkin Idea.



Everybody Satisfied

By

Mrs. Rhine Boldt, Hokah, Minn.

Everybody is satisfied with Larkin Products and Premiums.

This is only a small town so I feel that I have had pretty good success. I have almost enough members for my third Larkin Club.

We have some very nice times. I am enclosing a snapshot taken at one of our meetings, though all the members were not present.

We intend building a bungalow in the spring, and I am trying to earn some nice furniture to have when the house is finished.

War Tax Abolished on Freight, Express, and Parcel Post

News that will be greeted with loud cheers comes in the announcement that commencing January 1, 1922, the War Tax on Freight, Express and Parcel Post is abolished.

This means a helpful, even though not a tremendous, decrease in transportation charges. It is a step in the right direction and we hope preliminary to others that will come in the near future.



Special Offers to Pantry Secretaries

From time to time we have on hand special merchandise usually so limited in quantity that we are unable to offer it to our entire list of Secretaries. In most cases, however, we are able and glad to extend these offers to Larkin Pantry Secretaries only. By placing a Larkin Neighborhood Pantry in *your* home on the extremely easy terms we give you, you will be assured the benefits of these special offers whenever they are mailed to our Pantry Secretaries. Order your Neighborhood Pantry today.

If you wish complete information about the Larkin Pantry, it will be gladly mailed on request.



Mrs. Rhine Boldt's Larkin Club, Hokah, Minn.

The Larkin Neighborhood Pantry

"There's a Gude Time Coming"

The New Year makes all things seem new. We look forward confidently to the coming months trusting that each in its turn will add new happiness and prosperity to all. We know, however, that the only sure way to realize these blessings is to work for them. There is happiness in work, if the work be worth while; prosperity is its reward.

The year just passed marked the advent of the Larkin Neighborhood Pantry as a new departure in Larkin Factory-to-Family dealing. It opened the door of opportunity to the ambitious home-loving woman to have a "little business all her own."

Pantry Dealing Thoroughly Tested

The Pantry way of selling Larkin Products and Premiums has been thoroughly tested by competent Larkin Secretaries. Thousands of Pantries were sold during the last half of 1921; *thousands more will be sold in 1922*. Reports from Pantry Secretaries are unanimous that customers appreciate the great convenience the Pantry affords them for seeing Larkin Products and getting them just as wanted—unanimous that Larkin quality always gives satisfaction—unanimous that Larkin Products sell quickly—unanimous that the Neighborhood Pantry in the home is a success, if Pantry shelves are kept filled with the most popular Larkin Products.

Here are two illustrations:

Success

"I received my Larkin Pantry last Tuesday evening. I sure was pleased with it. Have sold \$21.50 worth of Products in three days and have taken orders for over \$20 worth. I am enclosing an order today to be

sent Parcel Post. I am today mailing to friends the handbills that you sent me. I think they are a good advertisement."

Quick Sales

"My Pantry is a success. I seem never to have enough stock."

These comments make it very clear that in order to keep pace with the demand for Larkin Products and to make the Pantry a complete success, a Pantry Secretary must send orders to Larkin often, at least once a week and many times oftener than that. It's the satisfied customer who brings in the business.

For Pantry Secretaries the future outlook is wonderfully bright. Good times are coming. The Pantry achievements of 1921 were indeed fine, yet compared with the greater development of the "little business all your own," that will take place in 1922, those achievements soon will be regarded as only a start.

This is to be a year of progress. Let us urge every Pantry Secretary to enter into that spirit right now.

Two things are necessary to develop a pleasant, profitable and growing Pantry business: Keep the Pantry well stocked with Larkin Products; this is service. Keep the neighbors well informed of your Pantry; this is advertising. Service and Advertising are the important essentials of every successful business.

Don't be satisfied with earning only the regular Rewards. Make a New Year resolution that the amounts of your Pantry orders each month will reach the mark that will entitle you to one of the monthly prizes.

See explanation in Larkin Star Secretary news, page 17.

THE LARKIN IDEA

Pantry Pep

"Now is the Time to be Ready for Winter Business."

"Winter has come to rule the varied year."

Each season creates special needs in the home. The Pantry Secretary must be ready to promptly fill these needs.

Cold weather chaps the skin. Larkin Derma Balm and Larkin Almond Cream are the healing lotions the Pantry Secretary will suggest that every customer have in her home.

Winter is a time for woolen stockings, sweaters, comfy underwear, blankets, flanelet night-gowns and a variety of warm clothing.

Look through the Catalog with this idea in mind. Push winter goods now.

Are You Ready for a Big Pantry Business?

The Larkin Catalog, the Larkin folks and the Larkin Factories are at your service, ready to fill your orders promptly. Are you ready for a big Pantry business? Being ready means a Pantry well advertised among your neighbors, and Pantry shelves filled with Larkin Products. Being ready also means, a determination to get big orders for Larkin Products in addition to those on Pantry shelves, and orders for Larkin Premiums, too.

Your Larkin Catalog is your agent, storehouse and guide. Make it a partner in your little business and consult this partner daily. Think for your customers and plan to have seasonable goods on your Pantry shelves ready for immediate delivery. Well pleased customers will show their appreciation of your forethought by purchasing quickly all the seasonable Products you have ready and will gladly give you orders for more.



Mrs. Carrie Miller,
Pantry Secretary,
Franklintown, Pa.

"The Proudest Lady in Town"

Mrs. Carrie Miller—Pantry Secretary, Franklintown, Pa.

"I received the Larkin Neighborhood Pantry and I am the proudest lady in town. I did not expect it to be half so nice. You could put it anywhere, indeed, I have it in my parlor. The trimmings are beautiful. Formerly I always kept my Products upstairs. Now the Pantry will save many trips up and down stairs. I am calling on all my friends to see the Pantry. They are delighted with it. Every shelf is full of Larkin Products and, besides, upstairs I

have a good supply of Sweet Home Soap, Scouring Powder, Salt, Boraxine, and some of the other bulky Products. I am greatly pleased with the Pantry and I will work more than ever now."

Gives a Pantry Party

Mrs. G. C. Schindeler—Baltimore, Md.

"My Pantry Party was a big success, the neighbors and friends were more than grateful that I had invited them.

"First for the good time. We played games, the prizes being Larkin goods.

"Then the treat I had for them was prepared entirely from Larkin Products, especially Larkin Coffee, which all enjoyed.

"Then the Pantry was shown and every one was more than pleased. They were glad they came because they learned how it pays to buy from Larkin.

"I told them they were invited so that they might become better acquainted with the Larkin Pantry and the low prices of Larkin Products. In two hours my orders amounted to \$55.

THE LARKIN IDEA

Pantry Hints

Thinking for Others

"I am very well pleased with my Larkin Pantry and would not be without it. I find there are some people for whom you have to do the thinking. So I order Products which I think will be needed for the season and put them in the Pantry knowing they will be sold as soon as my friends see them."

Mrs. Charles Buescher,
St. Louis, Mo.

Pantry is a Help in Becoming a Star Secretary

"My Larkin Pantry has helped me to become a Star Secretary. When it comes time to send my regular order it is a delightful surprise to see what my Pantry has brought in."

Mrs. Victor L. Griswold,
Ft. Madison, Ia.

"I am so well pleased with my Pantry and was also glad to receive the monthly Prize Coupons for being a Star Secretary. It certainly makes one feel like hustling more each month."

Mrs. Margaret Pfeuffer,
Kittanning, Pa.

Believes in Advertising

"I will have my Larkin Pantry advertised on the Moving Picture screens."

Mrs. A. A. Dixon,
Winchester, Ohio.

Pantry Better than Expected

"I have just received my Neighborhood Pantry. It is just fine, too nice to be called a Pantry. There is everything to start business, even to ad-

vertising matter. Many thanks."

Mrs. Alex Jacobs,
Richford, Vt.

Friends Working in the Mill Order Products

"I am well pleased with my Larkin Pantry. Orders are increasing every day. All my friends working in the mill give me their orders for Larkin Products."

Mrs. P. Delude,
Willimantic, Conn.

Pantry Arouses Enthusiasm

"I think the Larkin Pantry is one of the best offers the Larkin Co Inc. has ever put out. Leave it to Larkin! My enthusiasm has been wholly aroused. I will work harder than ever."

Mrs. Mary M. Lamberton,
Rochester, N. Y.

Pantry Made New Friends for Secretary

"I received my Pantry. It came the day I moved here and before I had it set up I sold \$10 worth of goods, and to the people whom I had never met, as I had moved in a new neighborhood. I wish now that I had taken the Pantry long ago."

Mrs. Charles Grayson,
Baltimore, Md.



Nine Good Reasons

Children of Mrs. D. T. Campbell, Pantry Secretary, Shamokin, Pa.—all keen for the Larkin Neighborhood Pantry

A Good 1922 Resolution for Every Larkin Secretary

"Build thee more stately mansions, O my Soul"—Holmes

Surely every reader of The Larkin Idea echoes the beautiful sentiment quoted above from the pen of our great New England poet—Oliver Wendell Holmes.

And what time of the year, pray, is better to make the resolution for the building of "more stately mansions" than the very first month of a new year, January, 1922. Let us suppose that you have made such a resolve, that the year will be marked by greater achievements in all worthy lines of endeavor in which you are engaged—and naturally that includes your enjoyable Club work as a Larkin Secretary.

And suppose, further, we were given the privilege of suggesting just the right resolution for you for 1922—what do you suppose it would be?

Well, here it is—

"I am determined this year to be a Larkin Star Secretary and to earn Star Secretary Rewards."

What a splendid resolution that would be! It would profit you in many ways. Let us see some of them.

In the first place there isn't anything in the world finer for us than to set a goal for ourselves that surpasses every previous achievement, and then attain it. It proves the splendid capacities with which we are all endowed.

Second. The greatest service to others, the spreading among your friends and neighbors of the benefits of Larkin dealing which one does in



Mrs. Rachel Coats,
Blue Star Secretary,
Gillespie, Ill.

becoming a Larkin Secretary, is in itself a neighborly act. Larkin Star Secretaries know *in increased measure*, what you have already learned as Secretary, just what their Larkin Club work means in the way of helpfulness in homes where they are trying to make the family dollars go farther and buy more.

Third. Greatly increased Rewards for yourself! Aside from the satisfaction of greater achievements, aside from the helpfulness to one's neighbors, it would be worth while to become a Larkin Star Secretary just *for the greater Rewards which you will earn*. Many Secretaries who believed it would be difficult to be

Yellow Stars, are today Blue Stars. They recognized that in the Larkin Plan they had a money-saving proposition for their friends that would make a universal appeal, and they realized that just in the measure they spread the good news of Larkin dealing would they profit thereby. When they became Yellow Stars, they appreciated the fact that a little more effort would establish them as Red Stars.

Once that goal was obtained, the steadily increase in volume of business from pleased friends and neighbors made these Secretaries Blue Stars. Thus, step by step, from small beginnings these Secretaries have climbed to Star Secretary success. As applied to Larkin Club work, is it not true that they have nobly fulfilled the inspiring motto of the poet—"Build thee more stately mansions, O my soul!"

THE LARKIN IDEA

Larkin Star Secretary News

There will be a sympathetic smile from every Larkin Star Secretary as she reads this little message which came in pinned to a recent order of Mrs. Frank J. Lutz of Detroit, Mich.:

"Please tell Mr. Larkin, that the little Star almost died out. I had some hard work to keep it burning. It is not my fault when I don't appear on the Star Secretary List for I am everlastingly praising Larkin Products and Premiums."

We are so glad, Mrs. Lutz, that you were successful in keeping the Star burning! You and thousands of other Larkin Secretaries know the deep satisfaction which comes from seeing one's efforts finally crowned with success. No real, worth-while goal was ever reached without effort—without "everlastingly" pegging away. And that reminds us of a little verse by Nixon Waterman entitled, "Keep Pegging Away," that will serve as an additional message to Star Secretaries everywhere.

"Men seldom mount at a single bound
To the ladder's very top;
They must slowly climb it, round by
round,

With many a start and stop.

And the winner is sure to be the man
Who labors day by day,
For the world has learned that the
safest plan

Is to keep on pegging away.
A little toil and a little rest,
And a little more earned than
spent,
Is sure to bring to an honest breast
A blessing of glad content.

And so, though skies may frown or
smile,

Be diligent day by day;
Reward shall greet you after awhile
If you just keep pegging away."

Just think what would happen if we took these two little verses of Mr. Waterman's right to our very own selves and made them our motto for the coming year. It seems as though he might have written them for the Larkin Star Secretary Plan.

To begin with he talks about a ladder. Every Larkin Secretary who has been a Yellow Star, has secured a foothold on the ladder of Star Secretary Fame and if she is truly ambitious, her eyes are turning toward the rung just above, with the determination to become a Red Star.

(Continued on page 30)

Monthly Prizes To Star Secretaries

You can be a Star Secretary, too, and get these Extra Coupons

Cash Business
for the Month

\$50 to \$99

\$100 to \$199

\$200 or over

Star
Secretary

Yellow

Red

Blue

Monthly Coupon Prizes
to Each Star Secretary

30 leaders, \$ 5

All others, \$ 2

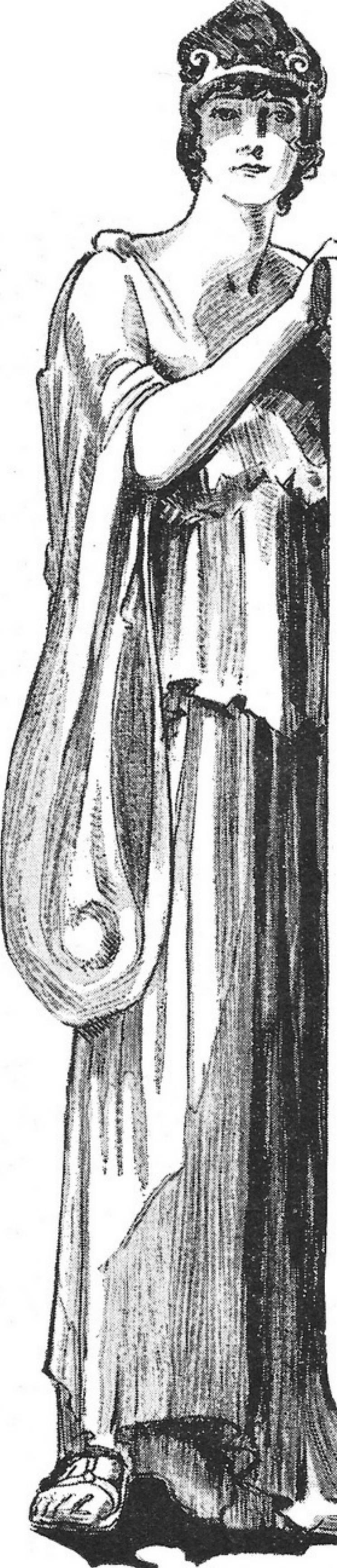
20 leaders, \$10

All others, \$ 5

10 leaders, \$20

All others, \$10

These monthly Coupon Prizes will be mailed to Star Secretaries as soon after the close of each month as possible. They cannot be sent within the month that they are earned, as total orders for the month aren't figured until month is concluded.



LARKIN STAR HONOR

10 LEADING BLUE STARS

\$20 *Coupon Prize to Each*

Mrs. Rachel Coats Gillespie, Ill.
Rudolph Dostie Augusta, Maine
Mrs. Mary Flanagan..... Corning, N. Y.
Mrs. H. Kirkpatrick Roslyn, Wash.
Sara A. Ray Reading, Pa.
Mrs. John E. Rich Syracuse, N. Y.
Mrs. Katie Rickards..... Bishopville, Md.
Mrs. Fannie I. Rutherford .. Murray, Ohio
Mrs. D. E. Snyder..... Port Jervis, N. Y.
Mrs. Bessie M. Tome..... York, Pa.

20 LEADING RED STARS

\$10 *Coupon Prize to Each*

Mrs. Fred Bea Hawley, Pa.
Mrs. Chas. Beitzel..... Reading, Pa.
Mrs. Henry A. Brinkman... Reading, Ohio
Mrs. Ella Clark Pinckneyville, Ill.
Miss Irene Day Plainfield, N. J.
Mrs. Andrew Gruber..... Harrisburg, Pa.
Mrs. Henry Hartman Lykens, Pa.
Mrs. James T. Havens.Ticonderoga, N. Y.
Mrs. James A. Howett York, Pa.
Mrs. Norvelle Hughes..... Danville, Pa.
Mrs. John Kapp..... Williamstown, Pa.
Miss Kathryn Laumer.. Sugar Grove, Ohio
Mrs. A. M. Lindner..... Kansas City, Mo.
Mrs. Christ W. Miller Hazelton, Pa.
Mrs. Josephine Reid Benld, Ill.
Mrs. T. C. Robertson..... Doran, Va.
Mrs. Rudolph Schunk..N. Kensington, Pa.
Mrs. Wm. SommerfieldW. Allis, Wis.
Mrs. Ralph H. Weaver Franklin, Pa.
Mrs. Geo. B. Wilson...Mount Holly, N. J.

SECRETARY ROLL

*Leaders
for November*

30 LEADING YELLOW STARS

\$5 Coupon Prize to Each

- Mrs. L. L. Beard Auburn, N. Y.
Mrs. Laura Belden.....Bridgeport, Conn.
Mrs. John BrownRichland, N. Y.
Mrs. Harrison BellowIlion, N. Y.
Margaret BreslinMount Carmel, Pa.
Mrs. Sam. W. Carmack....Harms, Tenn.
Mrs. J. DeMayRochester, N. Y.
Mrs. John W. DoddsSaint Clair, Pa.
Mrs. Emile L. Esperance.Spring Vale, Me.
Mrs. James G. Fearing ..Lawrence, Kans.
Mrs. Elmer FordTamaroa, Ill.
Mrs. Mattie Giest.....Milesburg, Pa.
Mrs. Mamie KahlDundee, Ill.
Mrs. John J. KernClifton Forge, Va.
Miss Emily W. KloppRobesonia, Pa.
Mrs. Charles LehrYork, Pa.
*Mrs. Thomas MacMillan.....Saco, Maine
Mrs. J. MaferaBrooklyn, N. Y.
Mrs. A. L. Milliman.....Rochester, N. Y.
Mrs. S. McNabbHart Lot, N. Y.
Mrs. E. R. NeiderheiserOmaha, Nebr.
Frank NovahUxbridge, Mass.
Mrs. Hollis OrcuttGlens Falls, N. Y.
Mrs. J. P. OrdwayCanisteo, N. Y.
Mrs. John PeechockPlymouth, Pa.
Mrs. Theo. PittsAlbany, N. Y.
Mrs. Richard Sibly, Jr.....Duryea, Pa.
*Mrs. Herber Trickey..W. Warren, Mass.
Mrs. L. A. Weigle ..East Liverpool, Ohio
Mrs. Mabel WeikelGowen City, Pa.
Mrs. M. K. WyckoffEmbden, N. Dak.

* Tied

THE LARKIN IDEA

The Larkin Idea

PUBLISHED AND COPYRIGHTED 1921
BY LARKIN CO INC.

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50 CENTS A YEAR

Yearly subscriptions may be included in orders for Larkin Products at 50c list-price.

Free to all Club Secretaries Only

Short contributions, accompanied when possible with photographs, are requested from patrons who have something to say that will interest others. Accepted ones will be paid for.

Larkin Co Inc.

ESTABLISHED, 1875

FACTORY TO FAMILY
SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS,
IMPORTERS, FOOD SPECIALISTS.

OFFICERS AND DIRECTORS

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PRESIDENT AND TREASURER

JOHN D. LARKIN, JR.,
VICE PRES'T AND ASS'T TREAS.

HARRY H. LARKIN, WM. R. HEATH,
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Vol. XVII JANUARY 1922 No. 11

Each month the editor wants to have a little cozy chat in this column with Larkin Club Secretaries on some topic important to their success with their Club work.

For instance, this month let's talk a bit about the Larkin Club News.



The Larkin Club News is the Club-members' paper. As many copies of it as are desired by the Club Secretary for distribution among her members are gladly sent on request. There is a place on the last page of the regular Order Blank where the Club Secretary puts down, each month, the

number of copies of the next issue of the Club News that she desires packed with her order.

Upon the arrival of the box she gives to each Club-member along with the Products that she has ordered, her very own copy of this breezy little paper.



The Club News cements the loyalty and friendship of the Larkin Club-member to her Larkin Club. It teaches her to be alert to every opportunity for money-saving, home improvement and better housekeeping that Larkin Club-membership affords. It encourages her to be prompt with her order and with her payments to her Club Secretary. In other words, the Larkin Club News backs up the Club Secretary in her Club work and makes it easier for the Club Secretary not only to get larger orders from her Club-members but to retain these members when the time to reorganize her Club arrives.



You naturally want your Club-members to have everything which they are entitled to. Certainly, therefore, you desire them to have the little magazine which is published especially for them. It contains bright, interesting articles about Larkin Products and Premiums that they want to order through your Club; comments from Club-members about their delight at having joined the Larkin Club, etc.

And for yourself, we certainly advise the reading of the Larkin Club News. The things that make Club-members everywhere glad about being Club-members, you want to know yourself. Many of the ideas that they tell, you can adopt in your Club work, thus yourself becoming a more efficient Club Secretary. So we suggest that you, even before laying down this issue of The Larkin Idea, indicate on the Order Blank (the one which has come in this issue, if it is the next one you are going to use) the number of the Larkin Club News that you require for your members.

Whose Turn Next?

By
T. D. Woodruff

Mrs. Margaret Wells had been Secretary of her Club-of-Ten for no less than 25 years, and for downright good times, it would indeed be difficult to imagine anything that furnished so much solid enjoyment as the monthly meetings of Mrs. Wells' Club-members. Of course, the beaming face and the cheery inviting ways of Mrs. Wells, and her seemingly inexhaustible fund of ideas had something to do with this, but there was also one thing in particular that seemed to have contributed much to these good times, and that was the plan by which it was determined in what order the members would get their Premiums.

In the earlier days, the making out of a new Club Agreement with the drawing for the Premium was quite a festive occasion and special refreshments were the order of the day. Slips of paper were prepared beforehand, one for each Club-member, bearing the numbers from 1 to 10. Each slip was then folded and tied to a piece of bright colored ribbon, long enough to reach from the center

to the edge of the table, on which the refreshments were to be served. At the other end of the ribbon was attached a small favor of some kind, heavy enough to hold the ribbon in place. A bowl was then placed in the center of the table, and in this the slips of paper, the ends of ribbons with the favors on being carried to the places of the Club-members.

When the table was set and everything was ready, the Club-members were invited to choose a place at the table, and as soon as they were seated the signal was given. Each one pulled her slip from the bowl, and it was but a second or two before each knew what turn was hers to receive the Premium. Once in a while a Club-member who for some special reason wanted her Premium early, but had picked a later turn, would change places with another member who was willing to take a later turn.

This plan is still popular with many



Mrs. Ben Pauls and her Club-members, West Frankfort, Ill. Note the Larkin Vacuum-Cleaner just received as Premium.

THE LARKIN IDEA

Clubs, but another plan which has also worked splendidly, keeps each Club-member guessing when her turn will come.

Instead of having one drawing of all the members, have a drawing of only one number at each meeting, putting into the bowl only one slip bearing a number, the rest of the slips being blank. The Club-members who have received their Premiums are, of course, not allowed to draw a second time. This keeps each member guessing whose turn will be next, so that this special interest is extended through every meeting.

And by the way, Mrs. Wells says that somebody has now suggested that a booby prize be given to the last one to secure her Premium. Perhaps the one who suggested this is right. At least it would carry out the old adage that "He who laughs last, laughs best."

At Half Price

We are pleased to announce that Folding Cot-Bed No. 341 R, formerly offered in Catalog 85 with a \$12 purchase of Products, may now be obtained with a \$5 purchase of Products, or for the Economy Cash Price of \$2.50. Here is an all-steel angle-frame Cot-Bed with double-link galvanized-wire fabric and strong steel helical-springs.

A timely offer to accompany it is Cot-Bed Mattress 2728R which was offered in Catalog 85 with an \$11.80 purchase of Products now offered with a \$6 purchase of Products or at the low Economy Cash Price of \$3.

Thus it is possible to secure an excellent Folding Cot-Bed 31 in. in width, 73 in. in length and a Mattress to fit it for the total outlay of \$5.50.

Of course, our Club Secretaries will be eager to secure these most attractive offers while they last.

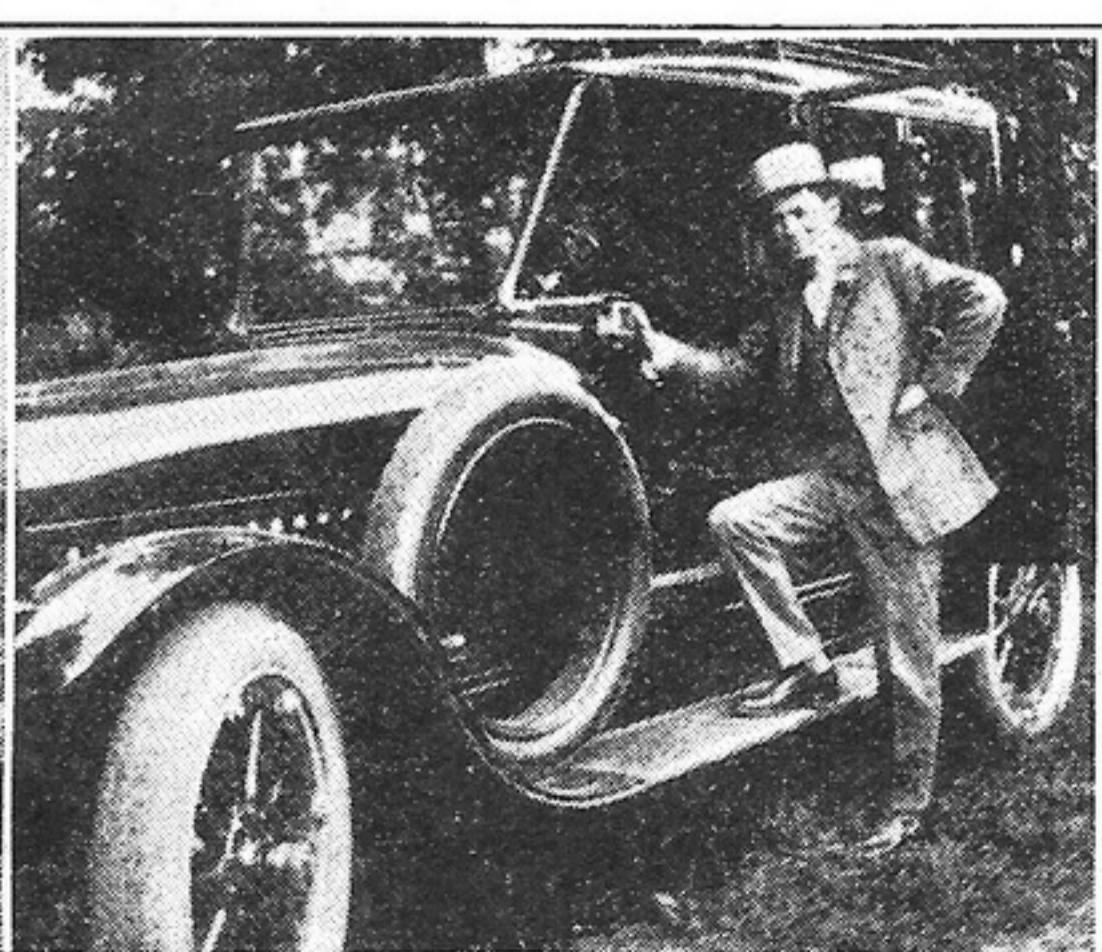
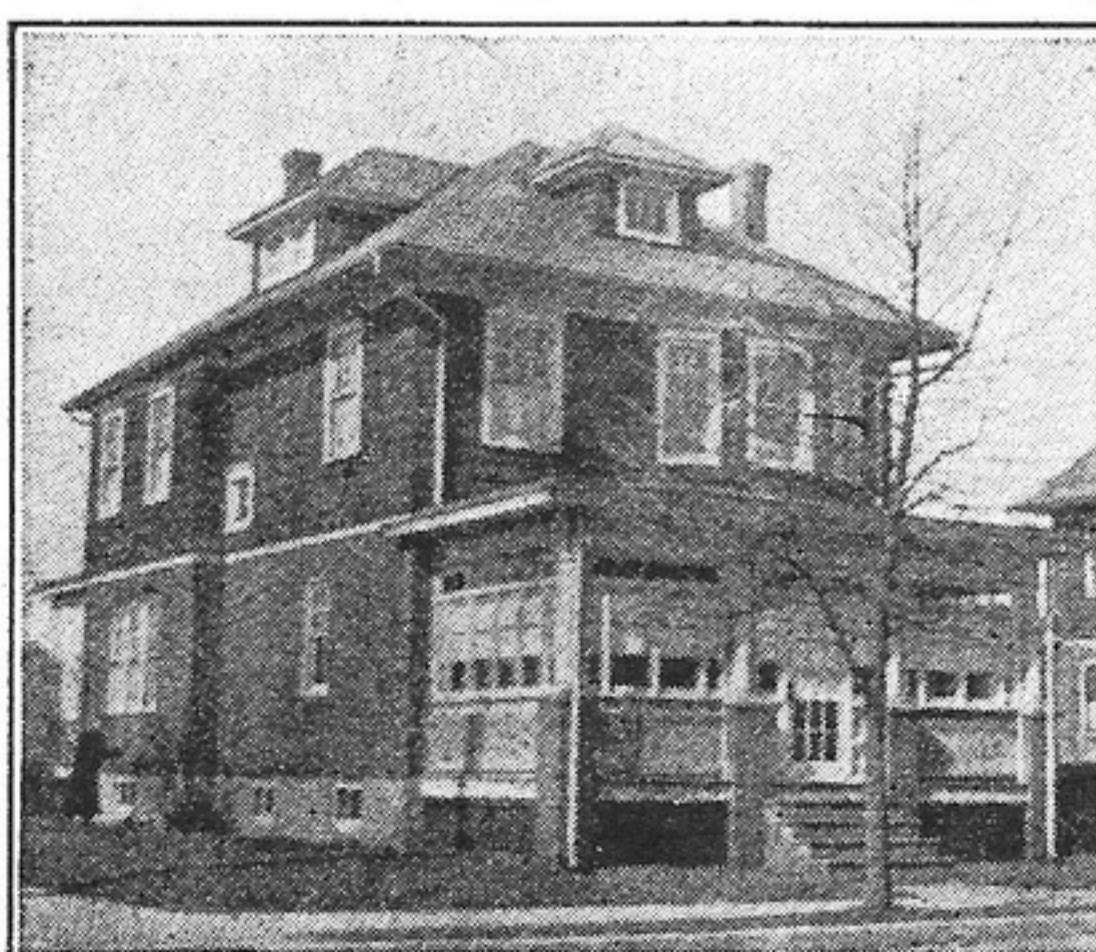
From Soap Box Cart to Automobile

By

Mrs. Harry C. Smith, Trenton, N. J.

"I am sending a photograph of my son, Lester. Twenty years ago he delivered my orders in a soap box on two wheels, then I gave him a Larkin Automobile, and when he outgrew that I got a Larkin Wheelbarrow. The enclosed photograph shows his present means of delivery.

"I do not mean that just delivering Larkin Products bought him a Super Six, but I do mean that just such acts did, and that dealing with Larkin saved us a great many pennies, and a penny saved is a penny earned; the pennies make up the dollars, and the dollars buy automobiles."



Lester Smith and the auto in which he delivers Larkin Products for his mother, Mrs. Harry C. Smith, Larkin Secretary of Trenton, N. J., whose beautiful home is shown at the left.

THE LARKIN IDEA

Carrying the Larkin Idea Westward in 1883

This month we have the pleasure of introducing Mrs. Robert Hinchcliff of Carbondale, Ill.

Mrs. Hinchcliff has had splendid success with Larkin orders and we heartily congratulate her. We want you all to know her, for she is a pioneer among Larkinites, having sent her first order 38 years ago when the Company had been in existence only 8 years.

We were comparatively a small Company then, but determined to sell direct from Factory to Family and apply the Golden Rule in every transaction, soon gathered to ourselves a staunch and loyal group of customers, who, as the years rolled by, helped carry the Larkin Idea into every State in the Union.

Mrs. Hinchcliff was the first to introduce Larkin Products in her section of the country—but, we'll let you read her story for yourselves. Here is a copy of one of her recent letters to us:

"I wonder if it will amuse you to know that I was the first person in this section of the United States to send you an order.

"I came a bride to this little home in 1883 (the home that has been in the Hinchcliff family since it was

taken as government land when Pierce was President.) That same year, 1883, I sent an order to you. I got Sweet Home Soap; I've forgotten what else. This quaint little desk where I am writing is a Premium. I sent to Buffalo for it.

"A month later I sent another order for a friend, and you sent 6 forks as a Premium for my trouble. The forks are still in use.

"I really do believe that there hasn't been a year since then that I haven't had something from Larkin Co.

"Daughters, friends, neighbors and in fact, everybody now knows of Larkin. Why, only today a little eight-year old tot came with her Larkin

Catalog under her arm, pencil in hand, chirping, 'Grandma, won't you take an order today?' Of course, I did."

We might add that when we asked Mrs. Hinchcliff for a photo, feeling that we ourselves would like a little closer acquaintance with one who had dealt with us so long, she answered, "The snapshots I have are all 'home-made' taken when I'm feeding the chickens, making kites or paper dolls for the kiddies, or something of that kind," proving once again that "Larkin folks are home folks."

Will You Help Decide Something?

Occasionally, we get a letter from a Larkin Club Secretary saying the Church-Aid Plan hurts the organizing of Larkin Clubs.

Because the Church sells at the With-Premium Price and keeps the Premium-Value, it is argued that people are given a wrong idea as to real prices of Larkin Products. It is also said, some offer the excuse that they are buying from the church as a reason for not joining a Larkin Club.

On the other hand, we have had a number of letters wherein the Sec-

retary stated what a great help the Church-Aid Plan had been to her church and how many people bought Larkin Products who had never bought them before and thus made new friends for Larkin Products, and possibly also future Club-members.

Have you had any experience one way or the other on this problem? If so, your experience and advice will be very welcome. Write us your opinion, please. Address your letter to the Editor of The Larkin Idea, Larkin Co Inc., Buffalo, N. Y.



Mrs. Robert Hinchcliff,
Carbondale, Ill.

THE LARKIN IDEA

Keep Your Silver Bright and Sparkling

Where there is a coal fire in the home, silver and silver-plated ware darken very quickly. This is because the slightest quantity of coal gas coming in contact with silver causes it to turn dark.

There is no need to be alarmed, however. This darkness can be entirely removed without the least harm being done and the silver-ware will look as bright and sparkling as new. Just use



Larkin Liquid Silver Polish

4-oz. bottle

With Premium (No Premium)

25c 12½c

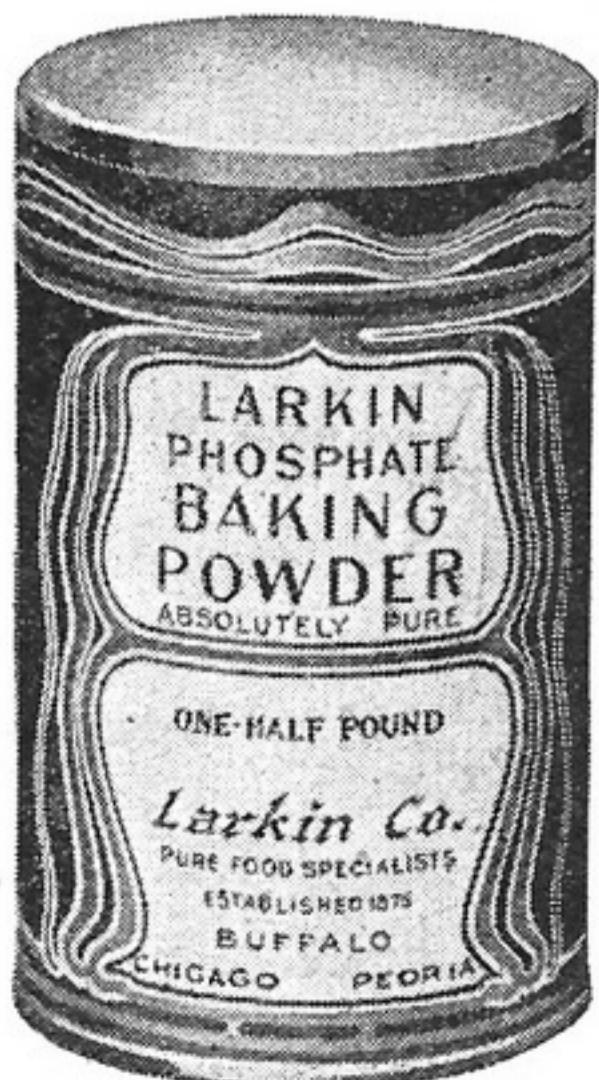
For Perfect Baking

Larkin Phosphate Baking Powder

½-lb. can

With Premium **30c**

Cash Price, (No Premium) **15c**



Don't trust to luck in baking. You can be sure of good results when you use Larkin Phosphate Baking Powder.

"The Larkin Idea"

Our Secretaries' Magazine

If you had the opportunity to peer into the letters that reach the Editor's desk, you'd find letter after letter commenting on the pleasure taken in our Secretaries' little magazine, The Larkin Idea. It's a joy to read these happy, enthusiastic letters, and just to give you some idea of them, we're printing below, bits taken from several at random.

Like a Friend

"I think a great deal of The Larkin Idea and I look forward to its coming as much as a letter from a friend."

Mrs. Geo. A. Bryant,
Oshkosh, Wis.

Gleaning Helpful Things

"I surely do enjoy The Larkin Idea and glean many helpful things from it."

Mrs. C. S. Morris,
Harrington, Del.

Appreciation

"I would like to tell you how much I appreciate The Larkin Idea."

Mrs. Wm. F. Shope,
Bellefonte, Pa.

Always Time For It

"I hope you will continue sending me The Larkin Idea as I seem to find time to read that when I cannot possibly read any other books and magazines."

Edith A. Mampe,
Hackensack, N. J.

A Pleasure to Read

"I take a great deal of pleasure in reading The Larkin Idea."

Mrs. Madge Holden,
Owego, N. Y.

News of Successful Secretaries

"I am always glad to receive The Larkin Idea and read what success Secretaries are having."

Mrs. Orin L. Engleman,
Georgetown, Ind.

The Best Yet

"I just received the latest Larkin Idea and must say it is the best one yet."

Mrs. R. E. Noelte,
Pawtucket, R. I.

THE LARKIN IDEA

Some Choice Recipes

Fruit Cocktail

3 Oranges
1 Grapefruit
 $\frac{1}{2}$ Pineapple, or 1 can Pineapple
4 Bananas

Cut fruit in uniform pieces. Sprinkle with powdered sugar and chill. Add bananas just before serving. Serve in sherbet glasses as first course of dinner, or luncheon, or with whipped cream with garnish as a dessert. Top with Marachino Cherries.

Other fruit in season may be used.
(Will serve 9).

Oysters with Bacon

Clean oysters, wrap a thin slice of bacon around each, and fasten with small wooden skewers. Put in a broiler, place broiler over dripping-pan, and bake in a hot oven until bacon is crisp and brown, turning broiler once during the cooking. Drain on brown paper.

Nut Bread

1 Egg
 $\frac{3}{4}$ cup Sugar
 $1\frac{1}{2}$ cups Milk
4 cups Flour
4 teaspoons Baking Powder
1 cup Chopped Walnuts
 $\frac{1}{2}$ teaspoon Salt

Mix in order given. Set 20 minutes. Bake one hour in moderate oven.

Apple Sauce Cake

1 cup Apple Sauce
1 teaspoon Baking Soda
1 cup Sugar
 $\frac{1}{2}$ cup Seeded Raisins
 $\frac{1}{2}$ cup Butter
2 cups Flour
1 teaspoon Cinnamon
1 teaspoon Cloves
1 teaspoon Nutmeg

Cream butter, add sugar. Mix soda in apple sauce and add to butter and sugar. Mix and sift flour and spices, reserving a little flour, to mix with raisins. Add raisins last. Bake in moderate oven.

Mince-Meat Turnovers

Prepare Mince-Meat according to directions on Mince-Meat package. Roll pastry into a one-fourth inch sheet and cut into five inch squares. With a knife make several incisions in squares. Fill with Mince-Meat. Brush inside edges of pastry with cold water. Fold pastry to form a triangle and press edges together with a fork. Bake in a hot oven for 20 minutes, or until pastry is well browned. This makes a very delicious dessert. Any reliable prepared Mince-Meat can be used for it.



A New Premium

JUST reflect what a delightful touch such a lovely silver Set as this will add to the informal luncheon or the more formal dinner party.

The design, typifying the Colonial period of American life, is rich in its simplicity and dignity, and the Set embodies details of workmanship and finish found only in the finest silverware.

It is in that class of silverware that outlasts more than one generation.

Four-Piece Coffee-Set

3794S GIVEN with a \$40 purchase of Products
Cash Price, \$20

See page 192, Catalog 86

THE LARKIN IDEA

Larkin Hose For Economy

By

Alice Margaret Ashton

In our family, hose are never bought elsewhere if we can get them at Larkin Co. We find Larkin Hose much lower in price than those of equal quality bought locally. They wear splendidly and keep their good appearance until worn out.

Anyone who has ever tried to economize by purchasing cheap stockings for every-day wear knows how

they usually become grey and unsightly after a few washings and how breaks and runs appear at unexpected places revealing the weak places in their construction.

We have never found this true of the LARKIN inexpensive stockings. They keep their clear black color. They do not soon require mending if they are a sufficiently large size at the beginning—no stocking if too small for the wearer's foot will wear satisfactorily. And when they do show wear it is in legitimate places such as the heel, toe or bottom of the foot.

For best wear there are the finer Hose and Half-Hose of mercerized cotton, lisle and silk which are the best of their kind for the price.

But there is another worth-while saving beside the original price attached to LARKIN Hosiery.

Each stocking of a pair seldom wears out alike. If the hose are all alike, odd stockings may always be matched instead of being discarded.

There is no question about the great economy and satisfaction in using Larkin Hose.



Wouldn't Use Any Other!

By

Mrs. Al. H. Hansen, Zumbrota,
Minn.

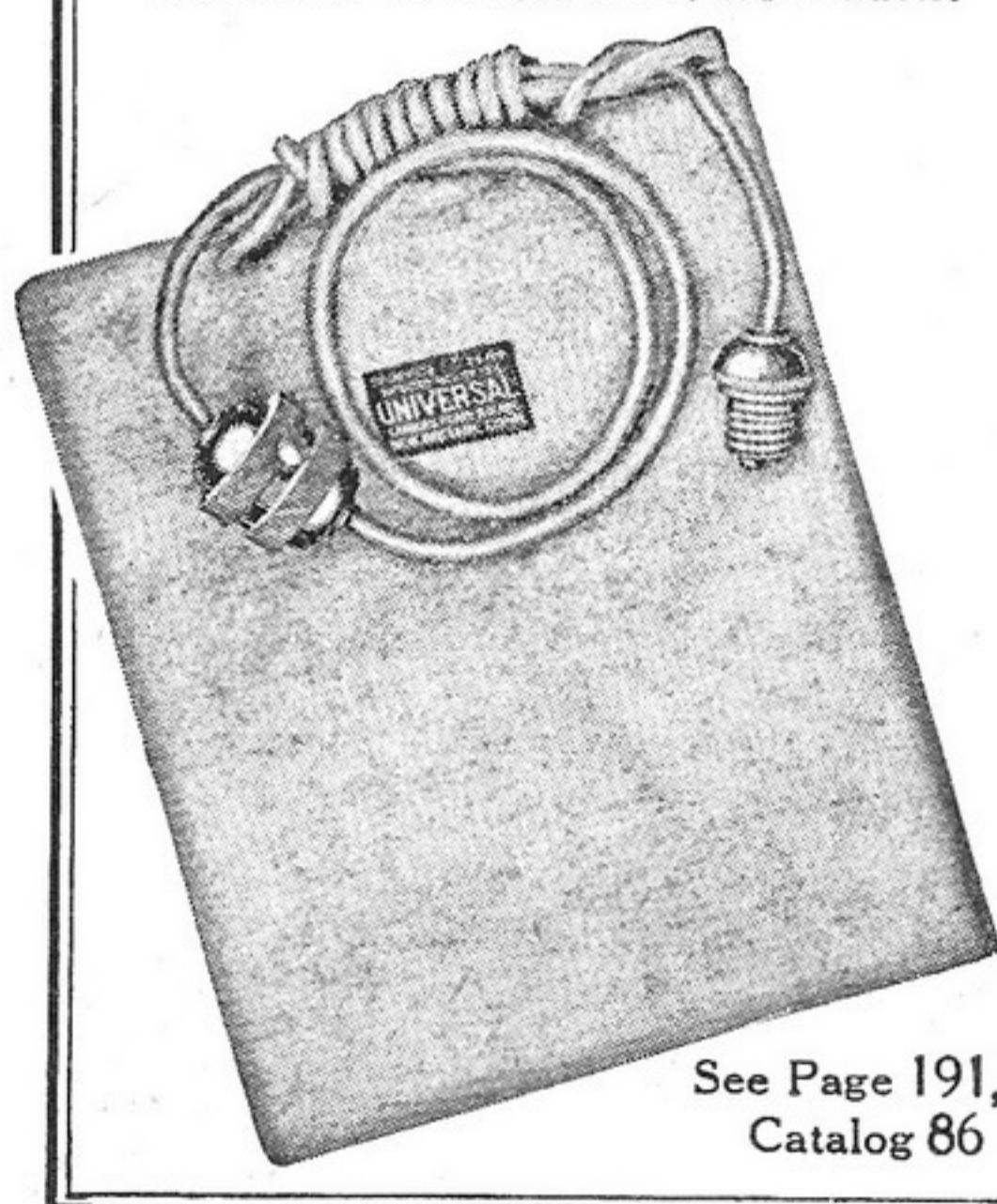
"Your new Honor White Soap looks fine, so my customers and I thought, and I hope it is good, but nothing can compare with the White Woolen Soap. I think that is simply great and will use no other so long as I can get it.

"The Starch, too, is both wonderful and cheap. In fact, so many things are good that I cannot take up space to tell of them. I use a teaspoonful of your Borax to a panful of prepared Starch and it is wonderful. The clothes iron just lovely and they have a much nicer appearance than when ordinary starch is used; they get a newer look to them.

"It's a pleasure to use your Products. Larkin Macaroni is an A1 Product. When you cook it, it never leaves the sticky pasty mess so many of them do.

"I'm for Larkin every time."

See Page 191,
Catalog 86



2452S GIVEN with a \$19 purchase of

Products. Not sold without Products.

THE LARKIN IDEA

A Word to the Wise

By

Mrs. Harrison Bellow, Ilion, N. Y.
Each morning I am roused from
dreams
By my Larkin Clock. And the sun's
first beams
Shine through my Larkin Curtains
sheer,
And behold! another day is here.

Then to the kitchen I quickly fly
Aware that the breakfast hour is
nigh,
Knowing how delighted the folks will
be
With a cup of Larkin Club Coffee.

Friend hubby says it gives him vim
And keeps him feeling fit and trim;
It surely starts the day in right
And helps to make one's tasks seem
light.

It does behoove each Larkinite,
Who's possessed of thrift and true
foresight,
To keep this Coffee, fine, in stock;
Then to your door, the neighbors
flock.

Once tried, they never want to miss
Getting Coffee so good as this;
Now, in *your* Pantry order, send
For a goodly supply of this fine
blend.

Then watch how your Rewards will
grow,
And remember then, that "I told
you so."
With Larkin Club Coffee you'll soon
commence
To pile up the Coupons, while sav-
ing the cents.



Larkin Highly Recommended

By

*Sister Celestine, Loretto Academy,
Pueblo, Colo.*

"Your highly recommended Com-
pany was brought to my notice by
one of your former customers, Sister
Theresa, who cannot say enough in
favor of your goods, shipment and
method of transacting business."



Do You Enjoy a Good Cup of Tea?

Then you will appreciate the qual-
ity of Larkin Teas. Select your favor-
ite variety from the following. And
note—we are offering them for prac-
tically the same price we did before
the war.

Black Ceylon (Orange Pekoe) Tea

There are several grades of Ceylon tea.
This is the finest grade, known as Orange
Pekoe; the first young leaves from the ten-
der shoots of the bushes. It has a most ex-
quisite bouquet and is of greater strength
than other teas.

Gunpowder Tea

This is a superior quality of mild-flavored,
sweet green tea. The name is derived from
the peculiar shape into which the leaves are
rolled.

Black English Breakfast Tea

Rich and mellow in flavor. The early pick-
ings of high-grade Souchong leaves.

Black Formosa Oolong Tea

Leaves of superior growth, imported from
the island of Formosa. The flavor is delicate
and delightful with that flowery fragrance
that distinguishes Formosa Oolong.

Mixed Tea

Imported teas of choicest growth, mixed
in right proportion to produce a superior
blend.

With Premium

½-lb.
package, 35c

1-lb.
package, 65c

Cash Price (No Premium)

½-lb.
package, 17½c

1-lb.
package, 32½c



THE LARKIN IDEA

How I Make Foresight Profitable

By

Mrs. James Leonard, Jr.

WHAT would I say, if anyone asked me, "Why don't you buy everything you need, that Larkin sells?" I would answer, "I certainly do."

Since I first joined a Club and later organized my own, I marked on a slip of paper whatever I needed at the time I noticed I was running short, whether it was Corn Starch or Peanut Butter when I was in the kitchen, Thread or Darning Cotton when I was sewing or mending, Absorbent Cotton or Camphor Ice when I was in the bedroom or bathroom, Boraxine, Scouring Soap, Shampoo or Cretonne, everything would be marked down right then. As a result my orders would amount to six or seven, sometimes eleven or twelve dollars per month.

As these Products were bought at "With Premium" prices, I was entitled to Premiums on my purchases

and took Coupons instead. Later, I sent Cash-Price Orders also and earned Coupons in that way.

My Coupons accumulated rapidly and came in handy for useful and attractive furnishings for my home or things for myself and family.

Often neighbors calling have said, "You must buy everything from Larkin to be able to get all these nice Premiums."

I've answered, "I most assuredly do. Why don't you do that, too?"

They have always had some excuse of course, but I most always get a Cash-Price order from them. They feel they get more for their money that way and of course I'm always glad to get their orders, either Cash-Price or Club Orders, as every order always helps me. So, I can truly say, since I first started to buy from Larkin, I've bought everything that I need that Larkin sells.

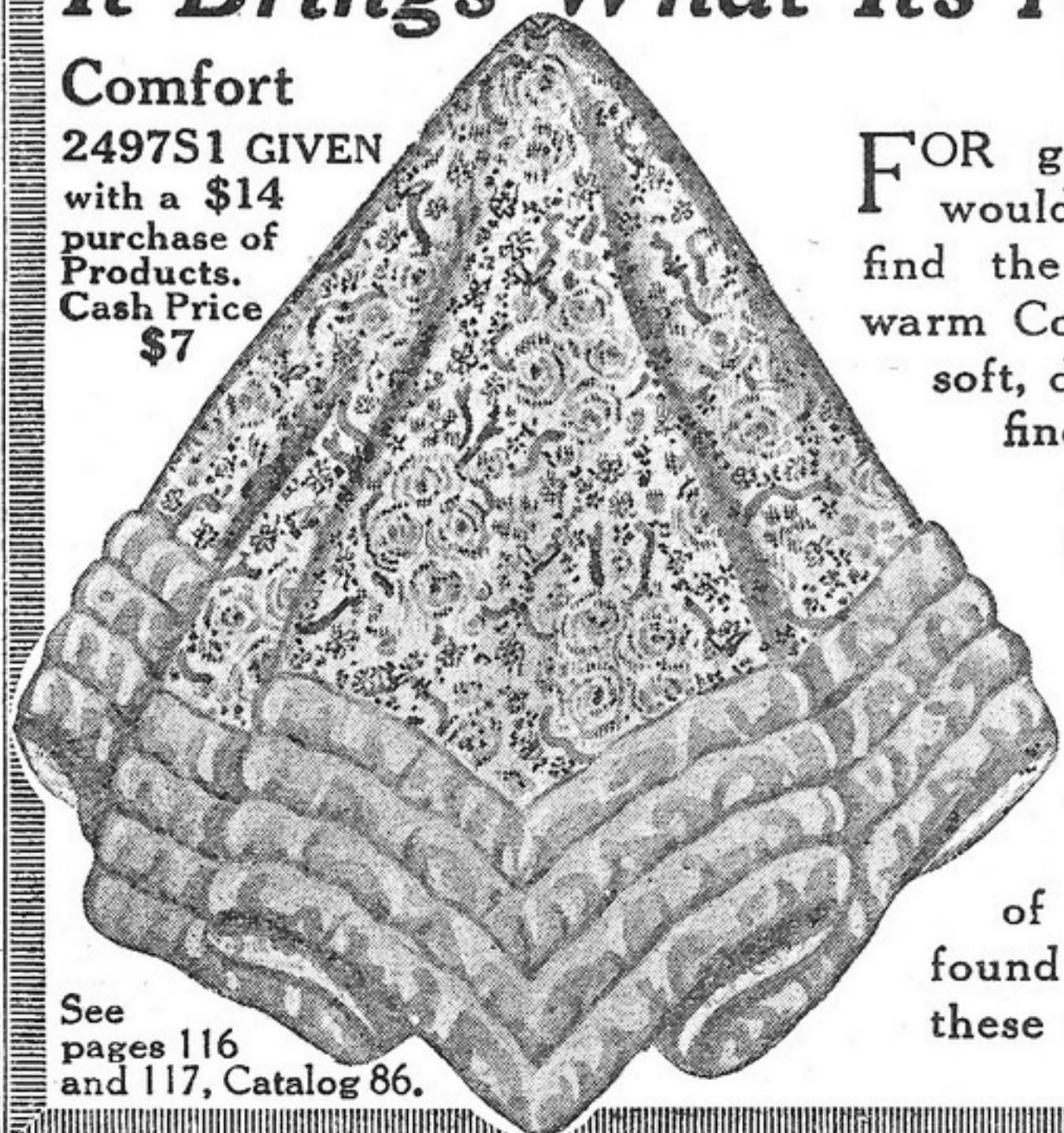
It Brings What Its Name Implies

Comfort

2497S1 GIVEN

with a \$14
purchase of
Products.

Cash Price
\$7



See
pages 116
and 117, Catalog 86.

FOR genuine satisfaction you would have to seek far to find the equal of this lovely, warm Comfort. It is filled with soft, downy China Cotton, the finest cotton filling used in comforts. The cover is unusually attractive; made of dainty figured Silkaline with crepe finish. Size, 68 x 80 in.

The abundant warmth of this Comfort will be found very welcome during these cold winter months.

THE LARKIN IDEA

A Variety Party for Valentine's Day

(Continued from page 9)

charming "Cupid's Garden," the basis of which was a large tray covered with moss. In this, were imbedded short-stemmed geraniums to represent miniature flower beds, while strips of sands bordered with box twigs suggested paths. Here and there in the garden were posed Kewpie dolls dressed in pink crepe paper.

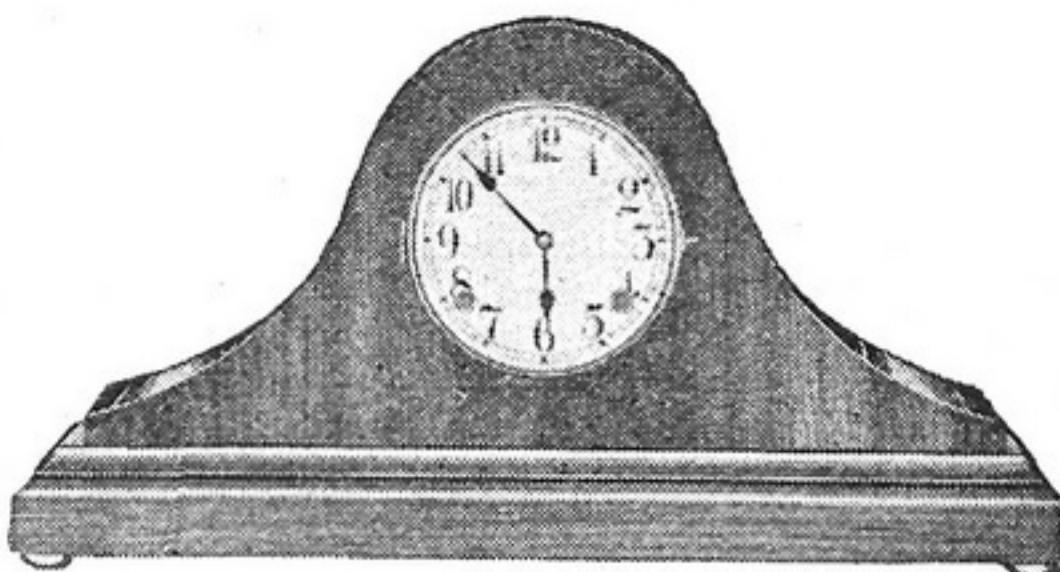
The refreshments carried out the idea of simplicity for which the hostess stood firm, explaining, "I want to enjoy my party myself and not be so tired out getting ready for it that I'll be sleepy all evening." So she had prepared raspberry gelatine, fruit punch, heart cookies and candy. The favors were tiny cardboard cups, glued to pink cardboard hearts. The cups were covered with pink crepe paper, and a bit of picture wire wound with crepe paper served as a handle. These cups were filled with peppermint and wintergreen candy tablets.

The Larkin Club Turns The Trick

As good-nights were said, the husband of a new Club-member drew the hostess aside and asked, "Do I understand, as my wife says, that you really furnished this comfortable home of yours with Larkin Premiums while you were buying supplies at an economical figure?"

"Larkin Premiums have certainly furnished my home without extra expense," replied the hostess, "and I'm mighty glad you came to my party so you could see for yourself."

"Well," said the guest, "I won a bottle of eye-lotion in your contest, but I don't need it to open my eyes to the advantages of Larkin Club-membership. Believe me, Bess and I are going to have a home like this some day!"



1807-1921

THERE'S just 114 years of clock-making experience behind this Clock. In other words, that's how long the concern who made this clock has been in the business of clock manufacturing. What greater assurance of good workmanship can be offered?

It is a big handsome Clock, 21 in. wide, 11 in. high. Mahogany-veneer front, hand-rubbed polished finish. Strikes hours and half-hours on a sweet-sounding cathedral-gong.

Mantel Clock

1889S GIVEN with
a \$30 purchase of
Products.

Cash Price
\$15

See page 200, Catalog 86,
for further particulars and
other splendid clock offers.

"My dear," said the Sociable Secretary's husband after the guests had departed, "I heard what Mr. Jones said. You ought to feel repaid for your party."

"There's an old proverb," responded the Secretary as she began to take down the decorations, "which says, 'seeing is believing' and to my mind, it's a mighty good business maxim. My Club-members see the nice furnishings of my home, and then they are convinced that they can have the same by continued Club-membership. So a party, to my mind, is an excellent combination of business and pleasure."

THE LARKIN IDEA

Larkin Star Secretary News

(Continued from page 17)

But will she be content to remain a Red Star after she has reached that exalted position? We hardly think so, knowing the mettle of our Star Secretaries. We believe that Mrs. Mary L. Schwartz, Cranford, New Jersey, expresses the enthusiasm and spirit of all Larkin Stars when she writes:

"Thank you for my second Yellow Star Reward. I certainly am proud to be so fortunate and I am working hard to do better this month. Nothing gives me more pleasure than



The Big Toilet-Sap Value

For years Larkin Elite Glycerine has been one of the most popular toilet soaps, because of its wonderful value, smooth, creamy lather and pleasing efficiency.

For Chapped and Roughened Skin

As it contains Glycerine it is recommended to those whose skin is sensitive and subject to chapping and irritation.

Elite Glycerine Toilet Soap

Box of three cakes

With
Premium
50c

Cash Price
(No Premium)
25c

sending Larkin orders. 25 years a Larkin Secretary is my record."

The overwhelming appreciation with which the Larkin Star Secretary Plan is received, has resulted in our continuing this extra incentive for our Club Secretaries. Every Larkin Star Secretary, we are sure, is determined to take the utmost advantage of it during the coming months. How better than by getting a good start the very first month of the year! You can, you know, if you just make up your mind to accomplish it. Someone has said:

"Where there's a will, there's a Larkin way."

Of course, we naturally expect that every Larkin Star Secretary is using every Larkin Aid at her command. We could hardly dream, for instance, that any of our Stars were overlooking the tremendous help that the Larkin Neighborhood Pantry offers her. Take a glance at the Honor Roll for the month of November! There is a Star opposite the name of every Larkin Secretary on that Honor Roll who has a Larkin Pantry in her home. Pretty convincing of the aid the Pantry affords ambitious Larkin Secretaries, is it not? Here are our best wishes for 1922. We saw a card the other day on which was written: "It can be done

In nineteen twenty-one."

Every Larkin Secretary who became a Larkin Star last year has a right to claim that motto as hers. We might suggest for this year the following:

"We'll do it too,

In nineteen twenty-two."



A Star Secretary Having Great Success!

By
Mrs. Smith Sullivan, Wolcott, N. Y.

"I am writing to express my thanks for the extra coupons received as Monthly Coupon Prize. I am glad to be a Star Secretary and hope to do even better this month.

"I am getting along fine with my Larkin Pantry and am much pleased with it. It is a great help."

THE LARKIN IDEA

A Pleasant Surprise

By

Mrs. W. H. Martindale,
Dayton, Ohio.

"Saturday, Nov. 19, I received a letter from Larkin Co and was wondering what they could be writing me about, and imagine my surprise when on opening the envelope, a \$2 Larkin Coupon fell out, the letter stating I had earned it as a Yellow Star Secretary.

"It came as a very nice surprise, as I had never given a thought to the Star Secretary Department, but you may be sure I shall pay attention to it in the future.

"Thanking you for the Coupon Prize, I am and intend to always be 'a user of Larkin Products'."



Our Delightful Club Entertainment

By

Mrs. S. E. Willis, Wancomia, Iowa

"My Clubs-of-Ten were recently entertained at the hospitable home of Mrs. Perry, a member. We were delightfully entertained by Mrs. Roberts and Mrs. Dingy, two of our members.

"Each lady was given five pins and two and a half sheets of tissue paper of different colors and told to make a hat to wear during the remainder of the afternoon. Three judges were appointed to decide who had the best hat, also the worst. A jar of Larkin Culinary Paste Color was given for the best hat, and a box of Scouring Powder was the booby prize with the request to brighten up a little.

"At the close of the meeting, the ladies served fruit salad, cake, and lemonade, then we had our pictures taken with the hats we had made. I am sending a picture of the Club. (Picture is printed on page 9).

"We went home rejoicing over the good time we had had, thinking the afternoon well spent, and resolving to go to the meeting next month, as we have a meeting with some member each time our Larkin goods arrive."

Cold in the Head

Insert a small quantity of Larkin Menthol-Camphor Ointment in the nostrils and rub the ointment on the outside of nose and forehead.



Headache

Rub Larkin Menthol-Camphor Ointment on the forehead and temples.

Chilblains

Rub the affected parts with Larkin Menthol-Camphor Ointment.

Chapped Hands and Lips

Apply Larkin Menthol-Camphor Ointment.

Larkin Menthol-Camphor Ointment

1-oz. tube

With Premium 25c Cash Price (No Premium) 12½c

Keep it always handy in the home.

Sore Throat

How many of us are subject to an attack of sore throat, tonsilitis or hoarseness every winter!

It is a wise precaution to have a bottle of Larkin Throat Gargle on hand to use as a preventative or relief.

Use it as soon as you feel the symptoms and you may ward off an uncomfortable attack.

Singers, Speakers, Smokers

Affections of the voice and throat annoying to singers, public speakers and those who smoke are frequently relieved by its use.



Larkin Throat Gargle

4-oz. bottle

With Premium Cash Price (No Premium)

50c 25c

Antiseptic and soothing

THE LARKIN IDEA

A Farm House Laundry

By
Mrs. James G.
Holden

SOMEHOW it does not seem just fair that we farmers who toil to produce vegetables, and fruit, and butter, and milk and eggs

for our city sisters should have to put up with such inconveniences as we do. But it is no use to grumble about it so we may as well do the best we can under the circumstances, and forget the running hot and cold water in the city faucets, forget the wonderful bathrooms and laundries, the electric lights and gas ranges, and make the best of what we have.

Our well was at the side of the house near the kitchen. We had an inexpensive leanto built within a few steps of the well, and during all but three months of the year I wash out there. In the mild days of the other three months I also use it.

The first innovation was a Larkin Faultless High Speed Washer, and next, came a Larkin Oil Heater on which water and irons could be heated. A Larkin Ball-Bearing Folding-Bench Wringer and two Larkin Wash-Tubs were added as the wash

was large. While the white clothes were soaking in the Washer the colored ones were being washed in one of the tubs on the bench. Most of these were Larkin Premiums.

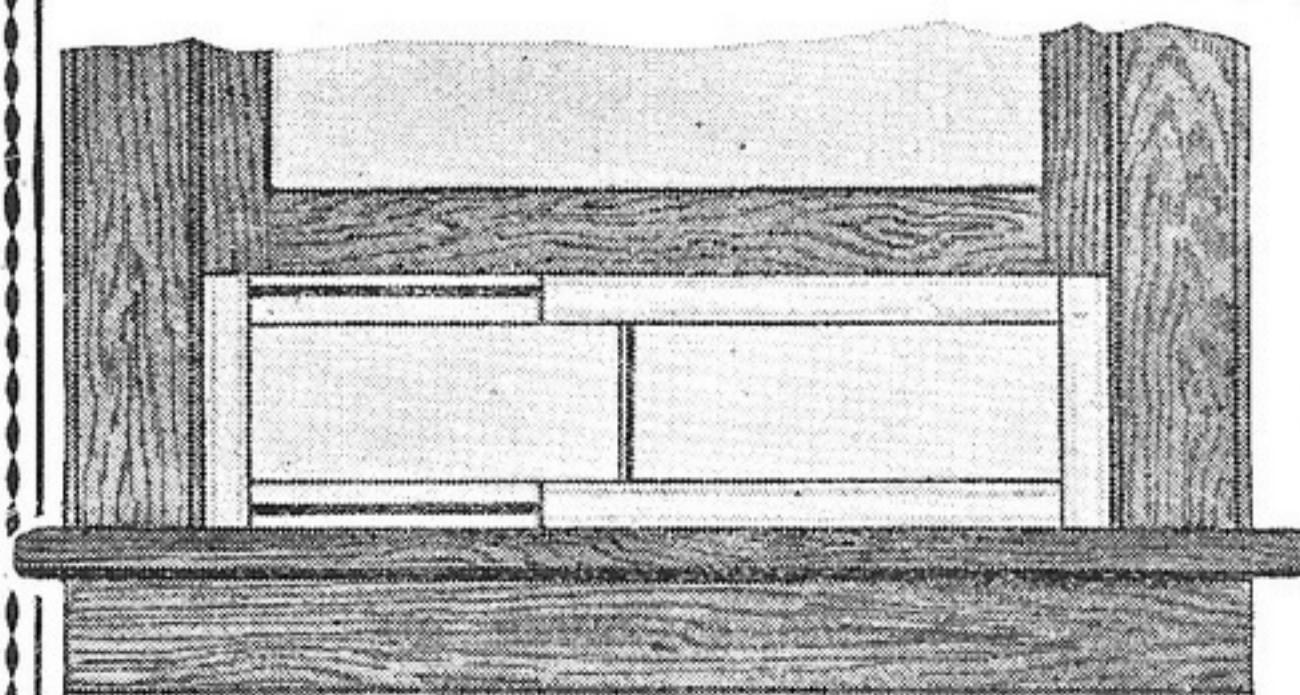
A trough led from the wash-room to the garden where the soapy water served as a fertilizer.

You may ask how the expense of the leanto and the equipment was met? Mostly by selling Larkin Products and Premiums. Several of the Grangers when they met at our house saw the Washer and wanted one at once, and they in turn told others. From those first sales came many others. Very soon it was possible to build the room to keep the washer in, a much better place than the shed where it had been kept before, and very much nearer the pump.

The good work has begun and we will continue taking orders for Larkin Products and Premiums until we can earn enough to lead water into the house, and then there will be no more envying of our city sisters and there will be one more blessing to be thankful to Larkin Co for.

In the meantime, we have our Larkin Club Coupons with which we are securing other household helps and conveniences every year.

Lets Fresh Air In—Keeps Rain and Snow Out



Continental Window Ventilators

2913S Set of Three GIVEN with a \$4 purchase
of Products. Cash Price. \$2
Length Adjustable from 23 to 37 in. Height, 9 in.
See page 216, Catalog 86.

Did you ever wake up in the night and find the rain or snow beating through the open window, on to the floor, rugs and furniture? Then you had to close the window, shutting off the fresh air that contributes to a healthful night's sleep. Eliminate all of this inconvenience and discomfort by using this Ventilator. You have fresh air without drafts—and it keeps out rain, snow, dust and dirt, protecting the curtains and furniture.



*The
Larkin
Neighborhood
Pantry*

Bigger Rewards in 1922!

Every progressive Larkin Secretary owes it to her Success to place a Larkin Pantry in her home. It means bigger Rewards in 1922!

Order Your Pantry Today

Complete Information on request.

Start the Year Right with HONOR WHITE

*Mild on
the Hands*

In the Laundry
In the Kitchen
Throughout
the Home

Let this large bar of pure-white soap
be your ever-ready helper.

Honor White Soap

Carton of 10 bars

With Premium \$1.10

Cash Price
(No Premium) 55c

Box of 100 bars

With Premium \$10 Cash Price
(No Premium) \$5

